



mww

**web tips
SEO tricks**

Customer Directory



December 2018 • MontagueWebWorks.com
413/320-5336 • info@montaguewebworks.com



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**web tips
SEO tricks**

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Web Tips, SEO Tricks & MWW Customer Directory

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About the type: Directory listings and articles in this book are set in Mrs. Eaves, a typeface named after Sarah Eaves, John Baskerville's live-in housekeeper who, after the death of her first husband, eventually became John's wife. Like the widows of Caslon and Bodoni, and the daughters of Fournier, Sarah similarly completed the printing of the unfinished volumes that John Baskerville left upon his death.

This year's **cover ampersand** is set in Cinzel Decorative Bold.

This year's "**at**" **sign** on the back cover is set in Lobster2 Bold.



Special thanks to Donna, my love and now my wife,
who has taken a leap of faith to join in this journey.

Thanks also to Lynne for her superior skills and bulbs.

Just like projects we have worked on in the past,
this book could not have been done without her.

This book is dedicated to all my customers,
past, present and future.

May it serve you well.

WELCOME TO THE BOOK

This little book is meant to serve two purposes:

First, it is a field guide to help increase your knowledge of how websites work within the larger web, and help you succeed with effective techniques to market your business online. Do you really know how your website fits into the big picture of Google and Social Media? To have your website succeed you don't necessarily need to know the technical details, but it is definitely beneficial to understand how everything ties together.

To help you market your website online, this book also has a series of articles on how to use Facebook, Twitter, Pinterest, Instagram, and other social media platforms to promote your website. For the most part these services are free, and don't take much time to use.

Second, this is a directory of our customers, almost all of whom are located in the Pioneer Valley. This is the fourth edition of this book, and we printed 700 copies, all of which will be distributed to members of the Franklin County Chamber, new customers as we meet them during the course of the year, and other associates. **New this year:** Customer Directory Categories, listed on the very last page of this book for your convenience.

Why a printed physical book from a web-based company? I believe in providing as much value-add as possible to all my customers. There are many options for website hosting out there, but none of those hosting companies will work as hard to help promote your business. We always refer our customers when someone we know is looking for a service, and this book is just another way to do that.

What's new at MWW since the previous edition of this book?

Donna and I got married in July (❤️). She works for MWW two days a week now as the business manager, taking over the billing and contracting, which is a blessing.

In August we moved into new offices in downtown Greenfield. We are now in the NESEA building at 50 Miles Street. Stop on by!

We also hired a full time production assistant, Joey Lawson. He's lightning fast, and learning a lot. This allows me to focus on the software and customer service.

We have expanded into the real estate market with a new MLS Module for RocketFusion. Simply enter in your AgentID and your website will begin updating all your listings, automatically, optimized for search engines.

Also, our Open Government Module has expanded to include an RFP Procurement Module. This allows Towns to post their projects and receive info from vendors. We're now hosting nine official town websites, and many department sites, too! Look to TownWebsites.com soon!

Lastly, by the time you read this, we will have upgraded all our RocketFusion websites to Bootstrap 4, which will improve the administrative and module content interfaces.

Business is growing at Montague WebWorks, and as we grow, we will continue to do our very best to provide superior service in the creation and hosting of your website. We will also continue to cross-promote your business through the leverage of our growing network of customers and involvement in the community at large. We're all in this together, after all.

— Mik Muller, (413) 320-5336, tech@montaguewebworks.com

MONTAGUE WEBWORKS STAFF



President and CEO Mik Muller has been programming since his freshman year at high school in 1977, and created his first website in 1995. In 1999 he built the MontagueMA.net website, and in October 2007 he founded MWW to develop and license his super-simple website software, RocketFusion. Mik's job responsibilities include software development, website development, customer and technical support, sales, marketing and corporate strategy.



Business Manager and CFO Donna DuSell's background includes years of customer service in the restaurant business, as well as experience as a small business owner, a legislative employee, teaching, technology, and workforce development. Donna's mission is to accomplish tasks (from loading a dishwasher to running a large grant program) in the most efficient way possible. Donna's job responsibilities include customer billing and receivables, relations, networking, and whatever else isn't happening in a timely fashion.



Montague WebWorks' new **Production Assistant Joey Lawson** comes with many years of HTML and CSS experience and is a fast learner and lightning-fast worker. Joey commented "I'm having a lot of fun working at Montague WebWorks. I've been into website coding and design for a number of years, and it's great to be part of a busy team." Joey's job responsibilities include building new websites, migrating content from old sites, and creating new site templates. He is currently learning JavaScript and AngularJS.

TABLE OF

The Value of a Website	1
SEO: Search Engine Optimization	9
SEO: Inbound Links	11
SEO: Content and Keywords	13
SEO: Keep Visitors on Your Site	17
SEO: Speed, Security and Mobility	19
SEO: User Experience and Social Media	21
Google: Getting Indexed	25
Google MyBusiness: What is it?	27
Google Maps: Getting On, & Using it	29
Google Analytics: What is it?	33
Google Analytics: Setting It Up	35
Google Search Console	37
Marketing Is A Concept: Your On-going Task	41
Marketing Is A Concept: Your Website is a Reflection	43
Marketing: Facebook for Small Businesses	47
Marketing: Facebook Accounts — Personal or Business?	49
Marketing: Creating a Facebook Business Page	51
Marketing: Claiming a Facebook Business Page	53
Marketing: What is Twitter?	57
Marketing: Twitter for Small Businesses	59
Marketing: Pinterest	61
Marketing: Pinterest for Businesses	63

CONTENTS

Marketing: Instagram for Small Businesses	67
Marketing: YouTube and LinkedIn	69
Marketing: Sharing News to Social Media	73
Content: Photo Galleries Are Good	79
Content: Photo Galleries & Google Images	81
Content: Taking Effective Photos for your Business Website	83
Content: Online Forms	85
Security: HIPAA Compliance	87
Security: HIPAA Safeguards	89
Security: SSL Explained	93
Security: Safe Browsing	97
Security: Safe Downloading	99
Security: Preventing Compromised Email Accounts	101
Domain Names and Websites: How They Relate	105
Domain Names and Websites: Don't Let Them Expire	107
What is a Responsive Website?	111
A Word About Style: Making Sure Your Site is Readable	113
Why Join Your Local Chamber of Commerce	117
Hot Keys: Editing Shortcuts	123
Hot Keys: Cursor Shortcuts	125
Internet Acronyms: Terms You Should Know	127
Special Internet Characters	129
Index of Customer Directory Categories	136

THANK YOU to our Advertisers!

We are grateful to these customers
for underwriting this book

About Face Computer Solutions	7
Albert B. Allen Insurance Agency	15
Cathy Roberts Real Estate	23
CRD Metalworks Firewood Processors	31
Dillon Chevrolet	39
Dunn Ride Handyman Services	45
Gilmore & Farrell Insurance Agency	55
Henshaw Farms Bulk Water	65
Highland Press Offset – Digital – Letterpress	71
Kristi A. Bodin/Legal Solutions in Plain English	77
Lynne Rudié Graphic Design	91
Martin’s Farm Compost and Mulch	95
Quabbin, Inc. CNC Milling and Turning	103
Quadrini-USA Electric Bikes	109
Reil Cleaning Services, LLC	115
TNT Productions DJ and Karaoke	121
MWW RocketFusion	131
MWW One-Page Quickie	133
MWW Town Websites	135

THE VALUE OF HAVING A WEBSITE

Sometimes people tell us a website is not necessary for their business. They don’t see the value of it or feel it won’t contribute to the success of their company. Some say that Facebook does all the work for them, and that no one goes to their website... including them. They report that “all my leads come from word-of-mouth,” or, “I simply don’t have the time to deal with it.”

Are you getting the full value from your website? Let’s take a look...

One way to consider the value you get from what you buy is to measure it by the amount you utilize it. If you have a boat but don’t take it out, you aren’t getting any experiential value from it, but that doesn’t mean it’s worth nothing. It still has potential for enjoyment, or as an asset.

The same is true of a website. It’s a great vehicle for you to build your business and the more you work it the better your potential. But even if you only tend to it occasionally, it is still out there, representing your business and allowing people to contact you with inquiries. It’s still out there being indexed by search engines, and is the final word on who you are and what your company does. It’s doing something for you. It’s helping you get found in a world where most people search for products and services online.

Bottom line, a business website should be the foundation to all other media, be it social or traditional, and be treated as a valued commodity of your business.

ARTS / ENTERTAINMENT / TRAVEL

.....

ALL THUMBS DESIGN

2842 Whitemarsh Place, Macungie, PA 18062

AllThumbs.org • (413) 824-6221

Greg Aubin, graphic designer, visual artist, teacher, and potter. Formerly of Greenfield, now Macungie, Pennsylvania.

.....

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.....

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.....

HOW YOUR WEBSITE HELPS YOUR BUSINESS

First, your website is the final authority on everything to do with your company, whether you're a pub or a veterinarian or a lawyer. Your website allows you to post news about your business activities, alert customers and potential customers to updates on sales, services, or inventory, and can provide you a calendar for events you want the public to attend.

Second, your website can be the point of origin for anything you share on social media: Facebook, Twitter, LinkedIn, Pinterest. It should have shortcuts for posting your news, events, and photo gallery images to whatever social media platform you prefer. When people click on the items you post to social media, they come back to your website and can now see all the things you do and have and are. This also increases the number of Inbound Links to your site.

Third, when you create news, content, or calendar items, your website allows you to notify your customers via email. Your website can be a collecting place for emails via your Contact Us page, allowing you to build an address book by using a built-in module, or a third-party system like Constant Contact or Mail Chimp. You can also import addresses from your accounting or email program. Not everyone is on social media, but most people who are online have email addresses. Marketing to your contacts is easy, affordable, and effective.

Lastly, if you are a business and you take it seriously, you need a website. Your competitors probably have one. When people do an online search for service offerings and information, you want your business to show up.

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EstelaOlevsky.com • (413) 374-2965

Argentinian-born Estela Olevsky is a professional soloist and collaborative pianist with enthusiastic followers in the US, Latin America, EU, and Asia.

FLOWERTOGRAPHY

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YOUR WEBSITE WORKS IF YOU WORK IT

Make a plan to look at your website regularly to make sure all the information on it is correct. Have you added or lost any staff members? Have your hours changed? Has your menu changed? Are you offering new services?

Set up a regular routine where you post something, perhaps once a week or once a month. Sharing posts on social media and emailing them to your contact list guarantees you will reach people on a regular basis and it will remind them of your service offerings. It keeps you at the top of their mind.

Keep an eye on your content for accuracy and make sure it's up to date. Don't mislead your visitors with incorrect hours of operation and phone numbers. Check your site dates, if anything is more than a year old your site may seem abandoned. You want to ensure that when potential customers find you they will have confidence that you are active and ready for business.

Finally, Google and other search engines like fresh content. An active site will get your business indexed more and may result in you appearing higher in page ranks. Remember, it's not just individuals you want to find your site; it's the internet as a whole.

Consider how many more people would visit your website if you made it part of your regular business routine. Are you directing people there? Are you actually making it worth anyone's time to go there?

Need help figuring this stuff out? CALL ME at 413-320-5336 and we can chat about how to get you back on track. Seriously! I'm here to help you be successful by taking full advantage of the tools your website has to offer.

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Miette LeClair lives in Massachusetts and is studying art at Beloit College in Wisconsin. Miette is available for hire for illustrations, portraits, and more.

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PraschGlass.com • (413) 367-9367

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86 East Taylor Hill Road, Montague, MA 01351

SarahBlissArt.com • (413) 367-2264

Experimental filmmaker/photographer with a background in religious studies, focusing on the relationships between body, place, language and memory.

SHEA THEATER ARTS CENTER

71 Avenue A, Turners Falls, MA 01376

SheaTheater.org • (413) 648-SHEA

The Shea is a venue to encourage the growing local arts scene. The Shea Theater Arts Center will provide a dynamic center for performing arts.

SHELLEY ROBERTS, SOPRANO

141 Zerah Fiske Road, Shelburne Falls, MA 01370

ShelleyRobertsSoprano.com • (413) 834-2135

I strive for a connection between the music and the meaning of the text. I work to convey the message well enough to connect with another person.

SEO: Search Engine Optimization

If you have a website, you have probably heard this term. SEO is the act of Optimizing your website for Search Engines (such as Google, Bing, etc.) so as to increase your page ranking, and thus bring your website higher in search results.

There are three main metrics Google and other search engines employ when producing search results:

Inbound Link and Credibility are very important. Google separated itself from the search engine pack back in 1998 by adding the number of sites that link to yours as a metric to measure your site's popularity. And the more popular THOSE sites are, the more "link juice" they impart when they link to you.

Keyword Phrases in your Page Content are obviously very important. Ensure that page titles are clear and include a keyword phrase you think people would search with. Have those phrases, along with geographic information, in the content of the page, think: "electrician greenfield."

Quality Content is important because Google will know if someone did a search, found and clicked a link to your site, and quickly returned to the search results. If you can keep the person on your site, it signals to Google that they found what they were looking for, and the keyword phrase is appropriate. If they immediately left, it indicates your site should not appear in results for that search term.

We will go into these three main tactics, and more, on the following pages...

SKYFIRE PRODUCTIONS

83 Greenfield, Rd, Leyden, MA 01301

SkyFireProductions.us • (413) 522-3185

Demolition Derbies. From Freestyle Motocross to Truck Pulls, and everything in between, there is never a dull moment when the sky is on fire.

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TomCarrollMusic.com

(413) 367-9608

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SEO: Inbound Links

Called “Link Popularity” by Google, inbound links are links from other web pages to your pages. The more you have, the better off you are, and thus they are incredibly important, some say more important than the actual text on your pages.

So, probably the best SEO trick you can employ is to proactively build up the number of websites that link to yours. And not just any sites... you want quality websites, websites that have similar topic matter to yours, or are already very popular on their own.

This can be done by making requests of industry-related sites and professionals in your network, or by getting articles in local newspapers' online editions that include a link back to your site. You can also create your own links on social media, or purchase online advertisements, like banner ads. This may seem a lot of work, but it has a high return on investment.

The best way to think about it is to imagine that the web is literally that, a giant cobweb mass with strands splayed everywhere in a massive tangle of connections. Your website sits as a tiny dot at the intersection of a growing number of connections to other tiny dots. The more connections you make, the more important your dot becomes, and the better your chances of being found if someone searches a keyword phrase found on your website, especially if it's a planned, often used, keyword phrase.

More on that in the next article...

AUTO / TRANSPORT

.....

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AJCycle.com • (413) 863-9543

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.....

The content that appears on your website serves two, simultaneous purposes: (1) to inform the people who come to your site what your business or organization is about, and (2) to create as many hooks as possible for search engines to grab onto so your site is prominently displayed in search results.

Maintaining an honest balance between the two objectives is an art unto itself. Techniques include proper titling of your pages and beefing up your text content to include important keywords and phrases that people are likely to use when searching for something, while not reducing your site to a list of keywords.

Here's a good way to get started: think of a short-list of search terms you believe people will use to find someone in your industry, and then make sure those phrases are present on your home page. We tell every client: "Your home page should be like a heart-attack breakfast sandwich of keyword phrases that explain what you do and where you do it." Keywords coupled with location, this is how people search the web for services.

You should also focus on a few Long Tail Keywords, which are keyword phrases that are longer and more specific than the broad one or two word terms many people use. Choose three or four long tail key phrases, such as "best electrician greenfield mass", and use them for page titles, content on one or two pages, and as the text for an inbound link to those pages. This will increase your ownership of those phrases and ensure your site is highly ranked in search results.

DEERFIELD CAR & SHUTTLE

78 Hillside Road, South Deerfield, MA 01373
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Airport livery services for consumer/commercial clients. Hourly rental of vehicles available for extended day trips and personal out of town appointments.

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Established to fill the needs of large trucks/heavy hauling services for local construction. We specialize in assisting general contracts and paving companies.

SEO: Keep Visitors On Your Website

Another metric Google and other search engines use is called “User Signals,” which is an inferred rating of your website based on how long a visitor who just did a search stayed there before returning to the search results to click on another website. If they return in, say, fifteen seconds, then that is a Signal that the site didn’t satisfy the User’s search requirements. This is also called the “Bounce Rate,” and Google Analytics tracks that information.

Tips for creating engaging content: make the text easy to read; provide key information in the beginning of your content so visitors can quickly decide whether it’s worth their time to continue reading that page; and add simple images that help support the information on the page to provide visual interest.

You should keep your sentences and paragraphs short to improve readability. Use sub-headings and bullet points to break up long text and make your content easy to scan. Make sure there’s at least one paragraph on each page, not just a lone bullet list, or photo, or video. You should shoot for at least 200 words per page to make it worth visitors’ time to go there. If there’s only one sentence, or five bullet points of services, chances are they won’t stay long enough to signal value.

Your website should also have clear navigation, and a few in-page links to help viewers find what they’re looking for. If the user experience of your website is frustrating or confusing, they will quickly move on ...and Google will know”!

CONTRACTORS / HOME SERVICES

.....

AMES ELECTRICAL CONSULTING

771C Greenfield Road, Deerfield, MA 01342
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Ames Electrical: Designing Electrical Hardware and Software Control Systems for Equipment and Machinery In Manufacturing and Commercial Industries.

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169 Avenue A, Turners Falls, MA 01376
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Booska's Flooring is a full service retail flooring store, located in downtown Turners Falls, MA, in sunny Western Massachusetts.

.....

SEO: Speed, Security and Mobility

Since about 2010, Google has increased the importance of fast page load times, SSL Certificates, and mobile friendliness to the metrics it uses to rank your website in search engine results.

Make your website load faster. The quicker it loads in the user's browser, the more likely they're going to stay on your site. If every page takes five or more seconds to load, they will become frustrated and leave, especially when they're in a mobile browser. Your pages should load in two seconds. Avoid overloading your site with really large images. You don't need to put up a full-resolution image from your camera, which could take up to ten seconds to load, when the typical web page is only 1000 pixels wide. Also, reduce the number of plug-ins or off-site content, such as that scrolling Facebook feed. Replace these with a button or logo instead.

Securing your website with HTTPS, which is typically displayed as a green lock in the address bar in the browser, is a critical factor these days. It assures the visitor that any information they send to will be encrypted as it is transmitted from their browser to your website's server. Data collected in an online form, like credit card numbers or username/password information must be protected. Obtaining an SSL Certificate is typically handled by your hosting company, and may either be free or for a low fee.

Additionally, ensure your website loads well in a mobile browser, such as a smart phone or tablet. Content should not scroll off the sides of the page, and it should respond elegantly, whether the device is held vertically or horizontally.

BOSTLEY SANITARY SERVICE INC. - SEPTIC SYSTEM SERVICES

119 Nelson Road, Colrain, MA 01340

BostleySanitary.com • (413) 772-6531

Same day services. Year round services. Septic system installation, portable toilets, industrial waste hauling, excavations, sewer lines.

BRYAN G HOBBS REMODELING

576 Leyden Road, Greenfield, MA 01301

BryanHobbsRemodeling.com • (413) 775-9006

Bryan G Hobbs Remodeling offers complete home improvement services in the Greenfield, MA area. Free estimate. Call now!

CAMELOT CARPET CLEANERS, GREENFIELD, MA

221 Conway Street, Greenfield, MA 01301

CamelotCarpetCleaners.com • (413) 773-9599

Camelot Carpet cleans carpets, upholstery and area rugs: hand or machine made as well as braided rugs. We serve residential homes and businesses.

CELLU-SPRAY | CELLULOSE INSULATION

55 Maple street, Florence, MA 01062

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From small additions to commercial buildings, we can help you use less energy with the highest quality cellulose available today.

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261A Old Wendell Road, Northfield, MA 01360

ColeSimms.com • 413-824-8582

Our number one priority is collaboration with our clients to develop new house designs • Scope of renovation work which meets a customer's expectations.

SEO: User Experience and Social Media

A key component of good User Signal and low Bounce Rates relies on the user's experience of your website. As stated earlier, your content should be clean and easy-to-read. Avoid clutter, and prioritize easy-to-use navigation with clearly listed categories and navigation titles so visitors can find what they're looking for. The design of your website should look good on a desktop browser where there's plenty of space. But on a mobile browser appearance is less important than easily readable page content. Make sure anything you want users to find on your website is easy to get to. Also pay attention to color schemes and font choices; navigating and reading your website should not be a chore, it should be engaging, simple, and fast.

Additionally, you can increase your social media presence by regularly posting content from your website. But don't just copy and paste it there... use the linking method where you share the URL (website address) of your news item, blog post, photo page, or calendar item to the social media site. This will result in your content appearing on social media, including the main photo on the linked page, but not actually being on that site. It's a link to your site, so when people click on the article, they come to YOUR website, where they can read more, see your other content, and hopefully sign up to your emailing list.

Lastly, you can also create optimized video content by uploading videos to YouTube or Vimeo and embedding them on your pages. People like to watch videos, and it keeps them on your site longer.

DETECTOGUARD SECURITY SYSTEMS

106 Wells St., Greenfield, MA 01301
DetectoGuard.com • (413) 773-7581

Detectoguard installs quality, reliable home security systems in communities throughout Western Massachusetts and Southern Vermont.

DUNN RITE HANDYMAN SERVICES

264 Long Plain Road, South Deerfield, MA 01373
DunnRiteHandymanServices.com • (413) 695-1233

We provide high quality workmanship at great prices. Getting the job done right, no matter how big or small. On time & Dunn Rite!

FAST CONTRACTOR WEBSITES - QUICK. CHEAP. WORK.

50 Miles Street, Greenfield, MA 01301
FastContractorSites.com • (413) 320-5336

Fast Contractor Websites — When people look for contractors on Google, you need to be found. And when people find you on Google, that means jobs.

GRACE ELECTRICAL SERVICES - LEVERETT, MA

30 Montague Street, Leverett, MA 01354
GraceElectricalServices.com • (413) 548-9137

Qualified personnel proudly offering residential, commercial, and industrial services from simple upgrades or complete design and builds.

GRAVES ELECTRICAL SERVICE - BERNARDSTON, MA

390 Bald Mountain Road, Bernardston, MA 01337
GravesElectric.net • (413) 648-5346

Your local electrical contractor Graves Electric Benardston Massachusetts proudly offers residential, commercial, and industrial electrical services.

Cathy Roberts, GRI PSA

YOUR NEIGHBORHOOD SPECIALIST

where your dream home becomes reality



(413) 522-3023 • cathy@cohnandcompany.com

GREGS WASTE WATER REMOVAL SERVICE

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GregsWasteWaterRemoval.com • (413) 665-3989

*Septic sand Title 5 Inspection services for homeowner and real estate markets.
Serving all of Franklin County and parts of Hampshire County in Western MA.*

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76 Hope St, Greenfield, MA 01301
HaleConstruction.com • (413) 522-0546

*A family-owned and operated full service remodeling and building firm,
specializing in restorations and renovations, big and small, we do them all.*

HOISINGTON LANDSCAPE AND CONSTRUCTION

571b Millers Falls Road, Northfield, MA 01360
HoisingtonLC.com • (413) 225-3015

*Bringing both hands-on and supervisory expertise to commercial and residential
construction projects for 25 years in Franklin County, MA.*

KBR DESIGN - KITCHENS BY RICH ECKLER

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KBRdesign.net • (413) 648-3023

*Helping with the design and purchase of everything you need to make the kitchen,
bathroom, laundry, office, movie room or mud room you have dreamed of!*

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LMCMarineServices.com • (508) 272-4403

*LMC Marine Services Premier Boat Painting. Repair Bottom. Winterizing.
Spring Clean Up. Yacht Transport. Certified and Insured.*

GOOGLE: Getting Indexed

One of the hardest things to do when you first create a website is getting it to show up in Google's indexes so people can find you. Although Google tracks all links they find — and if one of those links is to a new website they haven't seen before, they'll index it — this does not guarantee that your site will be displayed in search results. You need to be proactive.

Below is an overview of three free services Google offers to get your website into their indexes. In-depth directions are on the pages to follow. You will need a Gmail account to use all three, so go to gmail.com and set yourself up if you don't already have one.

Google MyBusiness is central to their search engine. It drives their mapping service, and is the source of the information that shows up in the "info map" they present on a search result if you simply enter in a company name. Getting the correct info in there is critical.

Google Analytics is a service that compiles and reports traffic coming to your website. As a tool it provides you with data regarding the amount of traffic and where it came from.

Google Search Console is another form of analysis that provides information on your domain's appearance in search results. It tells you which search terms brought up your url in Google results.

It takes about an hour or so to do all three of these correctly; once done it can take up to several weeks to start showing up in Google search results. Until these steps are taken, you will have almost zero chance of appearing in their search result pages.

M.I.B. CONSTRUCTION / HILLTOWN CC

149 Charlemont Road, Charlemont, MA 01339

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Building Custom Cabinetry in Western Massachusetts. The Home of Hilltown Custom Cabinetry and M.I.B. Construction, your place for custom homes.

NYZIO HEATING

56B Buckley Boulevard, Chicopee, MA 01020

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Nyzio HVAC offers installation of Central Air Conditioning Systems, Heating Systems, High Efficiency Filters, Filter Change, Duct Cleaning, Troubleshooting.

PACIOREK ELECTRIC, HATFIELD, MA

127 Elm Street, Hatfield, MA 01038

PaciorekElectric.com • (413) 247-0334

The best electrical contractor in Western MA. Serving Northampton, Amherst, Easthampton, Westfield, Holyoke, Greenfield, Springfield and Chicopee!

PETER BURAKIEWICZ GENERAL CONTRACTOR

94 Bennet Brook Road, Northfield, MA 01360

PeterBGC.com • (413) 498-0031

We have built new homes and remodeled / home improved properties in Franklin County & many Western MA towns since 1990. Ask for references.

PIONEER HEATING & COOLING, INC.

52 Maple Street, Florence, MA 01062

PioneerHVAC.com • (413) 586-7925

Specializing in installation, repair & maintenance of furnaces, air conditioners, heat pumps, fan coils, air filters. Carrier dealer. NATE & ACCA certified.

GOOGLE MYBUSINESS: What is it?

Google MyBusiness (previously Google Pages) is the main business directory used by Google for its search engine and maps. This is an important part of having good “SEO Juice” in Google and on the web in general. If you’re not sure you’re in there, stop everything.

Your first test is to go to Google and type in your business name — not the website domain, but your actual business name. Your information should show up at the top of the list with a marker flag next to your address, several important pages from your website highlighted, and an “info card” box on the right showing your location, directions, contact info, hours, etc. If you don’t see the marker or the card, go to google.com/business to get started.

Below the map box you should see a small link labeled “Are you the business owner?” Clicking that will bring you to a login page similar to Gmail and Google Analytics. From here you’ll be able to edit your business info, including adding the keywords.

Of all the information you enter for your business, the keywords, called “Categories” are the most important, and the most frustrating. Google has a rigid set to choose from. If your business doesn’t fall into one of their categories, choose whatever works best, since you cannot add custom categories.

The second most important information you can provide is your address. This starts the process of getting you on Google Maps, which is critical if you’re a store-front business that relies on customers getting directions.

PRICE CONSTRUCTION

76 North Hillside Road, South Deerfield, MA 01373
ErichPriceConstruction.com • (413) 824-9684

Kitchen/bath remodeling, decks, porches, egresses, handicap accessibility, roofing, concrete, additions, siding and apartment remodel and turnover.

QUALITY CUSTODIAL SERVICES

16 Butternut Street, Greenfield, MA 01301
QualityCustodial.services • (413) 772-0521

Greenfield's best Janitorial Services, Carpet Cleaning, Tile Cleaning, Green Clean Solutions. In business since 1973.

REIL CLEANING SERVICES LLC

PO Box 440, Greenfield, MA 01351
ReilClean.com • (413) 223-5494

Exceptional cleaning services of all kinds from a local business you can trust. For over forty years we have been cleaning Franklin and Hampshire Counties.

RENAISSANCE PAINTING

240 Greenfield Road, Montague, MA 01351
RenaissancePaintingCompany.com • (413) 367-9896

40 years in Western Mass. House painting, stain, power wash, lead paint removal, faux applications, etc.

SACKREY CONSTRUCTION

83 South Main Street, Sunderland, MA 01375
SackreyConstruction.com • (413) 665-9995

We can remodel your kitchen or bathroom, build your new dream home, or contract your light commercial project. Exceptional custom cabinet shop on site!

GOOGLE MAPS: Getting On, & Using it

The flip side of Google Business is Google Maps. This is where your address literally hits the road. Couple this with the keywords entered in the Business record and you have a powerful method for getting people into your establishment.

The web is global, but more and more it's all about local, so they have increased the importance of location in search result rankings.

Once you're in Google's Business database and you've entered in your street address, they'll want to verify the info before your record appears in searches. The two methods they use for confirming your info are: calling your phone and giving you a six digit code that you enter; or sending a postcard to the address you provided. Yes. A postcard.

Be aware, Google compares your address to other open databases of business addresses, which means you can't enter someone else's address as yours. It may verify for a couple of weeks, but eventually it will be removed. If you work out of your house, this may be an issue. Keep this in mind when deciding whether or not you want to appear on Google's map.

Once your entry is verified you will find yourself on the map. If you like, you can copy the URL of the map and add it to your website on a link labeled "directions," or you can embed the map on a page. Click the gear icon on the bottom right of the map to access the options for linking or embedding your map.

Getting in the Google Business and Maps directory is important. If you need help, give us a call.



WATERWRIGHT CO.

323 Federal Street, Montague, MA 01351
WaterWright.net • (413) 367-2379

Well water services, pumps, filtration, analysis, water conditioning. Concerns about water quality or equipment—we can help. We do emergency service calls.

CONTRACTORS / LANDSCAPE & HAULING

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ALLEN'S ROLL-OFF CONTAINER SERVICE

36 Log Plain Road West, Greenfield, MA 01301
AllensRollOffContainers.com • (413) 774-7774

In business since 2000, we have three different sizes of roll-off containers and dumpsters for rent. Call (413) 587-0304 for details.

.....

CONLEY'S PAVING & EXCAVATING SERVICE

1 Cumberland Road, Greenfield, MA 01301
ConleysPavingService.com • (413) 883-6736

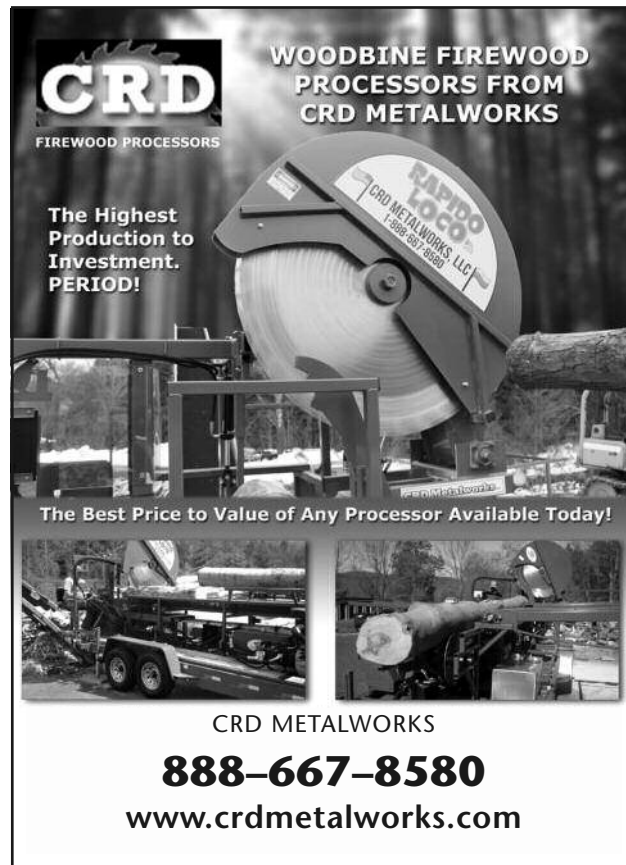
Paving & excavating for foundations, additions, garages, pools, driveways. Welcoming all projects, even graveyarding and site preparation. Free estimates.

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DANA'S ROLLOFF DUMPSTERS

Winchester, NH 03470
DanasRollOffDumpsters.com • (603) 352-5981

Roll-off Dumpsters and Containers, Junk Removal, Hoarding Cleanup, Furniture & Debris Removal, Estate Clean-outs, Garage & Basement Cleanouts.



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DARKSTONE LLC | TRADITIONAL STONEMWORK

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DarkStoneNewEngland.com • (603) 365-7082

Darkstone LLC transforms outdoor environments through the artistry of traditional stonework.

GBR LANDSCAPING

122 South Prospect Street, Millers Falls, MA 01349

GBRLandscaping.com • (413) 687-4783

GBR Landscaping can provide organic lawn care and organic pest control for your home or office.

GELINAS WASTE RECYCLE LANDSCAPE

241 Daniel Shays Highway, Orange, MA 01364

GelinasCompany.com • (978) 544-6511

Your Local Reliable Waste, Recycling & Landscape Company. Providing Commercial/Residential Landscaping and Lawn Maintenance Since 1992.

GREENFIELD SELF STORAGE CENTER

78 Woodward Rd, Greenfield, MA 01301

GreenfieldSelfStorageCenter.com • (413) 774-7700

Family-operated — your self-storage facility, with newer, modern facilities, built in the late 1990's, and various sized storage units, from \$55 per month

HENSHAW WELL DRILLING

130 Cummington Rd, West Chesterfield, MA 01084

HenshawWellDrilling.com • (413) 531-7235

We provide professional and reliable well drilling, water conditioning, water filtration, pump and well repairs, geothermal loops installation, and pump sales.

GOOGLE ANALYTICS: What Is It?

Google Analytics (GA) is a service offered by Google that generates detailed statistics about a website's traffic and traffic sources. It is the most widely used website statistics service. Basic service is free. There are four main components to the Google Analytics system:

Collection: You use GA to collect user interaction on your website. One package of information is referred to as a "hit." A hit is sent every time a user views a page that includes GA code.

Processing: Once the hits from a user have been collected on Google's servers, the next step is data processing. This is the transformation step that turns your raw data to something useful.

Your Configuration: GA applies your configuration settings to the raw data. Once your data is processed, it is stored in their database.

Reporting: Go to www.Google.com/Analytics to access your data. Information available includes what pages are most popular on your website; how long people stayed; where they found out about it (ie; inbound links or search results); what keywords are used in search engines; what country and city your visitors come from; what devices they're using (laptop, phone, mac, pc). Charts are presented in a various formats, you can set start and end dates as well. This information allows you to see what is working well on your site, and what may need updating.

One of the more useful uses is to track advertising campaigns. If you view your Analytics before a campaign to see how many visitors you're typically getting, and note the date a campaign starts, you should notice a bump-up in the amount of traffic you receive.

HUMPHREY GARDEN DESIGN AND LANDSCAPING

8 Burnett Street, Turners Falls, MA 01301

HumphreyLandscaping.com • (413) 824-7554

Humphrey Garden Design and Landscape is a landscape, hardscape, and garden design and construction firm, in business since 2001.

KIM HARWOOD STONEWORK

15 Woodside Avenue, Amherst, MA 01002

KimHarwoodStonework.com • (413) 221-1246

Kim Harwood Stonework provides custom patios, walkways, walls and steps in Northampton, Amherst, and other towns in Western Massachusetts.

LMC FENCING CONTRACTOR

201 East Street, Ludlow, MA 01056

LMCfencing.com • (413) 589-7564

A registered bonded government fence contractor active in bidding all state, federal, and private projects throughout New England: MA, CT, NH, RI.

LUDLOW MEMORIAL COMPANY

201 East Street, Ludlow, MA 01056

LudlowMemorialCompany.com • (413) 589-7564

Custom Memorial, Stones. Monument Cleaning. Markers. Bronze Plaques. Restorations. Lettering Cleaning.

MARTIN'S FARM ROLLOFF CONTAINER DUMPSTER SERVICES

341 Plain Road, Greenfield, MA 01301

MartinsFarmRolloffServices.com • (413) 774-5631

Martin's Farm Roll-off Container Dumpster Service offers high quality, responsive, honest service with a smile to all of our customers.

GOOGLE ANALYTICS: Setting It Up

Setting up a Google Analytics account is easy and it's free. Creating a Google Analytics (GA) account requires a Gmail account, which is also free. Just go to [Google.com/Analytics](https://www.google.com/analytics) and sign in. You will then be prompted to create the GA account. Use your business name as your account name.

Once you have completed the set up, you will be given an account number, which looks like UA-12345678-1. This UA needs to be installed on your website. Depending on the website software you use, you may have to download and install a plug-in, or simply go to the settings page.

Once your account is set up it will take a few days to generate information. To access the reports, go to the URL, above.

You'll see a line chart that shows the previous month's traffic with some numeric stats below. You can click on the date to set the start and end period of the report. On the left side you'll see many reports to choose from. Here are the two most important ones:

Audience / Geo / Location gives you the location where people are when they view your website. This is helpful info if you're thinking about doing localized advertising.

Acquisition / Keywords / Organic shows you what keywords people used in a search engine that placed your site on the results page.

In this chart "session" comprises the entirety of a person's interaction with your website. "New" indicates how many of the visitors are thought to be new (not returns). "Bounce rate" means they viewed one page and then left. If you use Facebook, also check out the **Acquisition / Social / Overview** report.

NEW ENGLAND GREENSCAPE

509 Hadley Road, Sunderland, MA 01375

NewEnglandGreenscape.com • (413) 665-3493

Landscape construction patios, walkways, walls, plantings, pond construction, landscape maintenance, spring/fall cleanup, sweeping mulching shrubs and trees

OMASTA LANDSCAPE

265 Bay Road, Hadley, MA 01085

OmastaLandscaping.com • (413) 584-2550

Since 1979, creating beautiful landscapes for homeowners and businesses. Our full service company provides maintenance to make your property a showpiece.

PERMACULTURE LANDSCAPE CONSULTING

Colrain, MA

PermacultureLandscapeConsulting.com • (413) 624-5115

Engaged in plant propagation, nursery, landscape design and installation, organic farming and wild crafting for over 25 years — Alan knows plants.

RH ROBERTS EXCAVATING

31 Hemenway Road, Leverett, MA 01054

RHRExcavating.com • (413) 367-2378

Experience and ability to grade homes, schools, commercial buildings, industrial tilt-up buildings, office and industrial parks, shopping centers.

ROSANA'S HILLTOWN SELF STORAGE

15 Hide Hill Road, Williamsburg, MA 01096

HilltownSelfStorage.com • (413) 588-2178

We have 77 units. In business since 2005, serving the hilltowns of Western Mass; UMASS; Amherst College; Smith College; Northampton, even NYC!

GOOGLE SEARCH CONSOLE

Google Search Console is a new upgrade to their old “Submit a URL” page. The console still allows you to submit a URL, but it now also reports on how that domain is faring in search results, and gives you warnings if something is wrong with the site by their standards. To start, go to ...

search.google.com/search-console

After submitting your website, they will request that you add a verification code to your site, either by uploading a file they generate for you, or by adding a special code to your site’s meta tags. Once done, you can then go to the Search Console and see how your website is doing in terms of web search results, “Performance”, and whether any pages have errors, called “Coverage.”

Performance tells you how many times your site showed up in search results, “Total Impressions,” as well as how many times a user clicked through to your website, “Total Clicks.” This report also includes all the search terms people used that brought your website up in the results; which pages are most popular; the countries the people come from; and the devices they’re browsing on (desktop, mobile, tablet).

Coverage tells you which pages on your site Google is having trouble indexing, and why, as well as the number of pages on your site they have currently indexed. If Google is having trouble indexing any of your website pages, that needs to be fixed ASAP.

Google new Search Console product is a key component of your online SEO strategy, in conjunction with MyBusiness and Analytics. Get your site indexed, and know how it’s faring in the wilds of the World Wide Web.

SAFE-FRAC WELL CLEANING

42 Bisbee Rd. / PO Box 265, West Chesterfield, MA
SafeFracWellCleaning.com • (413) 531-7235

20+ years experience solving your tough well water problems. Most notably we are known for our ability to work with hard-to-reach wells.

SALADINO PROPERTY MAINTENANCE

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We are a family-owned business offering general property maintenance, landscaping, landscape design throughout the Pioneer Valley.

SNOW & SONS LANDSCAPING

221 Leyden Road, Greenfield, MA 01301
SnowAndSons.com • (413) 774-2604

Professional landscaping serving the great folks of the Pioneer Valley since 1980 with an unwavering bond of trust, friendship and professionalism.

SUGARLOAF POOLS

239 Greenfield Road, South Deerfield, MA 01373
SugarloafPools.com • (413) 665-POOL

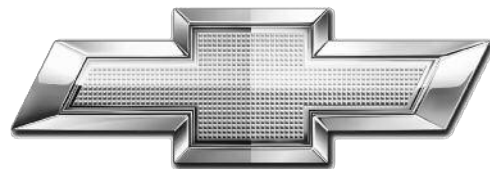
Quality In-Ground Pools and Installation, Pool & Spa Chemicals, Pool Supplies and Parts sales.

SUNSET PROPERTY MANAGEMENT

PO Box 2415, Amherst, MA 01004
SunsetPropertyManagement.net • (413) 549-0606

Providing unique financial and property management solutions for condominium associations as well as commercial and residential property owners.

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is your trusted Chevrolet dealership in Greenfield and the reason why our loyal customers keep coming back. From the time you enter our showroom, you can expect to be treated like family, each and every visit.

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DillonChevrolet.com

TURN'S LAWN CARE AND SNOW REMOVAL

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TurnsLawnCare.com • (413) 367-0230

Gary Turn Lawn Care and Snow Removal, serving Montague, Greenfield, Leverett, Northfield, and most of Western Massachusetts.

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XP MASONRY

10 Cobb Hill Road, Phillipston, MA 01331
XPmasonry.com • (978) 249-9081

Chimney lining, repair, rebuilds; custom fireplaces; chimney cleaning; cultured stone; brick & block; walkways, retaining walls; concrete work; veneers.

CONTRACTORS / OUTDOOR SERVICES

ADAMS LOGGING

133 Jones Cemetery Road, Orange, MA 01054
AdamsLogging.com • (978) 544-8148

Lot-logging and clean, split cord wood. We offer both green and seasoned firewood and have tree-length firewood available for outdoor wood furnaces.

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BURBEE FIREWOOD

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Burbee Firewood: Green and Seasoned Firewood, Delivered. Land Clearing. Select Cut Harvest. General Forestry. Call us for a quote.

MARKETING IS A CONCEPT:

Your On-going Task

Marketing is a concept. As such, it's never final. Marketing is an ongoing task of message development, communications, connections and ideas.

Marketing is also, unfortunately, one of the most misunderstood and ignored parts of a small business. Making time to market your business, service or idea can seem daunting, even expensive. Take it from me – someone who has made his living helping people get noticed: marketing isn't that scary, or expensive. It just requires a bit of common sense and dedication. Here are three tried and true methodologies for a simple yet effective marketing campaign:

First: Have Something Valid to Say

Much of what we hear about marketing / advertising today focused on the “hook” or the “sell.” As a small local business, distinguish yourself by telling the authentic story of yourself and what you do. Customers prefer to connect with local businesses and talk to real people. Connectivity equals money in the bank.

Second: Take the Time for Social Media

I know... you hate it. Or you just don't understand it. But it's the way businesses across the street and across the globe are building their brand. Don't just do it... do it right. Get help from a professional, learn the technology, and invest an hour a week to connect to your customers.

DENISON LOGGING AND LUMBER WESTERN MASSACHUSETTS

140 West Leyden Road, Colrain, MA 01340

DenisonLoggingAndLumber.com • (413) 768-9729

Custom sawing, commercial lumber, commercial packaging, framing lumber, post and beam, blocking, pointed grade stakes and emergency tree services.

.....

EDWARDS TREE SERVICE

62 Mormon Hollow Rd, Millers Falls, MA 01349

EdwardsTreeServiceMA.com • (413) 325-7823

An experienced crew with many years training and full-time, practical experience in arboriculture, horticulture, landscape architecture, and forestry.

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HALE CUSTOM SIGNS

277 French King Hwy, Gill, MA 01302

HaleCustomSigns.com • (413) 774-5663

A full service custom signs shop in Greenfield, Massachusetts serving Western Massachusetts and the Connecticut River Valley from Vermont to Massachusetts.

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KENEFICK CORPORATION

15 Edgeworth Road, Quincy, MA 02171

KenefickCorp.com • (978) 761-0954

MA-based General Contractor specializing in bridge, culvert, dam, and marine construction, as well as drainage, utilities, and vertical concrete work.

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LMC CONTRACTING

401 West Street, Ludlow, MA 01056

LMCcontracting.com • (508) 272-4403

Industrial cleaning and coating, construction, clearing, excavation, concrete crack repairs, epoxy floors, upgrades to tennis / basketball courts, skate parks.

.....

MARKETING IS A CONCEPT:

Your Website is a Reflection of Your Business

Third: Have a Good Website

In days past customers would go to the Yellow Pages, the local newspapers, and the area chamber. Today, it's all about the web.

If you don't have a website you are missing out on a large pool of potential customers. If you do have a site and it's out-dated, unattractive, or doesn't work, you come off as unprofessional.

The Internet is responsible for 70% of small business leads. How potential customers search, and what they find when they get there is mission critical. Heed my advice: don't skimp out on your web presence. It should look good and convey your story.

Make sure any marketing you've done is backed up with content on your website. Logos, advertising slogans, even color schemes should match up and support each other. Specials that you advertise must be present in an obvious place and remain up to date.

There are multiple ways to attack even the most straight-forward challenge in life. The same goes for marketing. We have helped hundreds of small and mid-sized businesses understand there are multiple paths in the wood to follow along the marketing trail. Remember to pay attention, have something real to say, and share your story in an authentic way. Good luck!

— Patrick Davis, CRD Metalworks

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NartowiczTreeService.com • (413) 325-5985

No matter how large your property is, our team will properly attend to every single tree and shrub. Go with the pros.

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<http://RaeSideCartoon.com/vault/construction-reno>

MARKETING:

Facebook for Small Business

Facebook is the undisputed leader of social media. Worldwide, there are about 2.3 billion monthly active users, with over a billion people logging onto Facebook daily. More than half of U.S. residents have a Facebook account, and every second five new accounts are created. What's the take-away on all that? Facebook cannot be ignored if you want to promote your business for free, or advertise for cheap.

So, how do you jump into this ocean of potential customers? First, create an account — go to Facebook.com and sign up. The form is on the home page. Fill in your first name, last name, email address or mobile phone number, a password of your choosing, your birth date and gender.

Why do they want your birth date and gender? For marketing and statistics, obviously. For instance, we know that 44% of Facebook users are women and 56% are men; 30% of all Facebook users are between 25 and 34; half of 18 to 24 year-olds go on Facebook when they wake up; and 62% of all users have some sort of university education. This is all good information for you as a business, and your personal account will become part of the statistics pool for other businesses looking to market on Facebook. It's the world we live in. To use the network, you have to become a commodity of it.

The next step is to create a Page on the site for your business. This is optional, however. You can create your account as your business instead of as a personal account, but that has drawbacks...

CRAFTSPERSON/ MANUFACTURING

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.....

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Breen Woodworking, fine handcrafted heirloom furniture made in Whately, MA, custom made to your specifications, or from our existing inventory.

MARKETING:

Facebook Accounts — Personal or Business?

Some people just create their account as their business. In some ways this makes things simpler. You no longer have or show any expectation that this is YOUR account. It is the business' account, and all queries and interactions are between your business and the users of Facebook. When you log in, you are your business.

The drawbacks, though, are many. If you do ever want to connect with family and friends, you will need to create a separate account, which will require a different email address or mobile phone number. If you plan to use your accounts frequently you'll wind up logging in and out of the two accounts to accomplish anything.

Creating a personal account and a separate business Page makes sense because you can add other people as admins of your Page, with various levels of access (ie; full admin or just page posting). It's easy to deputize staff or associates to post on your behalf, simply friend them from the business page and then give them access as appropriate. This method ensures that all posts your visitors see are attributed to the company rather than an individual.

But the most important reason to have a business Page instead of using Facebook as your business are the statistics they provide, called Insights, such as the number of people who saw one of your posts, and the demographics of people who like your Page, including gender and location.

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"We are all born artists, some choose to pursue that which is only seen from the inside. I am honored to be one of these people." -Jason Ballard

MARKETING:

Creating A Facebook Business Page

The next step, after creating a personal Facebook account is to create your business Page. There are many types of pages you can create on Facebook, and of course, they're all free: Local Business or Place; Company, Organization or Institution; Brand or Product; Artist, Band or Public Figure; Entertainment; Cause or Community.

Each type of Page has a list of sub-categories, and capabilities. The Page type with the most capabilities is Local Business which allows for Short description, Website, Email, Phone, Address, Map, Check-ins, and Ratings & reviews.

Local Business type Pages display a map of where your business is located, and Facebook users can check in to your establishment when they arrive. This shows up as a top-level stat on your Page, which can be an indicator of how popular your business is.

If you've selected Restaurant/Cafe for your Page's sub-category, you can also add a menu to your Page.

Once the Page is set up you can also claim a distinctive URL, such as facebook.com/MontagueWebWorks. To do this you must be an admin of the Page. Go to your About page click on Username. If it's not already taken, it's yours.

Lastly, add your Page logo, and your top banner/header by just clicking on those areas of the Page. Choose a square shaped image for your logo, and a pleasing photo for the banner, making sure that the image will work in a highly-cropped horizontal space.

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169 Rattlesnake Gutter Road, Leverett, MA
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Leverett WoodWorks -- Bringing new life to old wood through farm tables and other furniture using old farm wood.

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Neon artist Pacifico Palumbo's online catalog offering a wide range of unique neon sculptures, custom work, and traditional neon signs.

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MARKETING: Claiming A Facebook Page

Now Perhaps you have a business and haven't yet created a Facebook "Page" for your company, and you find that there's already an unofficial page for your company. Now what?

Facebook uses base-map information obtained from town and city business records, as does Google. If you register your business in your town, that information will eventually make it out to all the business listing websites, such as Google, Facebook, Merchant Circle, Yelp, Manta, etc.

To take over the unofficial page, you need to click the "Is this your business?" link at the top right. A pop-up will appear asking (a) if you want to merge this page with one you already are an admin for, or (b) if you want to claim and verify that you own the business by receiving a phone call with a code to enter into their verification process.

Once that's done you'll be able to edit all the information about your business, including changing the street address if you've moved, the phone number, hours of operation, change photos, etc. and YOUR WEBSITE. This is critical, as in-bound links to your website will help increase your relevance and higher ranking in search results.

It's also important for your Facebook Page to have some photos on it. A logo, a banner, and a few initial posts about things going on at your business also help.

Yes, Facebook has become somewhat of a controversial social media platform, and many people leave the service whenever Facebook is in the news again about hacking or bogus user accounts, or whatever, but Facebook still has over a billion daily active users, worldwide. That's not something you can ignore, if you're looking for a place to advertise.



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The Steel Shed Inc has been providing steel products and fabricating services to all regions of New England since 1978.

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Where citizenship educators/advocates find information, resources, and news concerning citizenship education, citizenship testing, and naturalization.

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525 Bernardston Rd., Greenfield, MA 01301

Phone: (413) 773-3686 / 772-0251

Fax: (413) 773-3273 / 772-2338

8:30 AM—5:00 PM Monday–Friday

GilmoreAndFarrell.com

The Gilmore and Farrell Insurance Agency Inc. in Greenfield, Massachusetts is Franklin County's local, independent insurance agency for auto, home, motorcycle, collector car, boat, snowmobile, renters and business insurance. Your Trusted Choice for personal and commercial insurance.

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Giving Tree School is a nonprofit educational organization that has been providing programs for young children since 1976.

MARKETING: What is Twitter?

Twitter is the social media system known for its one limitation: you cannot post messages, “Tweets,” longer than 140 characters. This has the effect of turning the network into a micro-blogging system, where people jot off brief comments on whatever is happening in the world or locally around them. A tweet is like a short Facebook status update. However, with Twitter, every tweet arrives at every follower’s feed, unlike the filter of Facebook’s EdgeRank.

News organizations have come to use Twitter to report hot news items. Political candidates use it to get their word out. Businesses use it to promote products and offer real-time customer service.

The main hooks on Twitter are @ usernames and # hash tags. A username is how you’re identified on Twitter, and is always preceded by the @ symbol, for instance; @MikMullerMA is mine. Nothing expresses your brand on Twitter more than your account username. This name appears next to all of your tweets, and is how people identify you on Twitter. Subscribing to a Twitter account is called “following.” To start following, click the Follow button next to the user name or on their profile page to see their Tweets as soon as they make a new post.

A hashtag is any word or phrase preceded by the # symbol. When you click on a hashtag, you’ll see other Tweets containing the same keyword or topic. This is how Twitter is used most. People Tweet on various topics, like #FirstWorldProblem if they find their local wireless connection is running slow. You can create a hashtag unique for your business and use it in your marketing to help people find your company and the conversations around it.

JESSICA PAYNE CONSULTING

37 Western Lane, Amherst, MA 01002

JessicaPayneConsulting.com • (413) 824-9578

High-insight research, evaluation, and assessment services to organizational leaders in education, healthcare, marketing, and culture and arts industries.

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Open since 1995, offering classes in Tap, Jazz, Ballet, Hip Hop, Musical Theatre, Boys Dance, and Company Dance Training & Competitions.

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72 Hastings Street, Greenfield, MA 01301

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Serrentino Environmental Services has over 30 years of experience conducting ecological studies of wildlife, fish and plant communities in New England.

TRANS-FORMING

Malmö, Sweden

TransForming.se • +46 709 52 67 45

My name is Camilla Gisslow and I am a mother of a transsexual child. My son was born biologically as a girl, but at four years of age he told me he was a boy.

MARKETING: Twitter for Small Business

The primary reason to use Twitter as a business is to get more website traffic. Make sure you complete your account settings by including your location, your website, and a bio, then begin tweeting about specials, sales, new items, or anything of note.

Gaining relevant followers is the key to getting your posts seen by more people. For example, followers share positive experiences about the businesses they follow with their own networks, and are more likely to purchase from you in the future. As your community grows you create new opportunities to drive more of these actions each time you Tweet. You might offer a special incentive to a consumer who retweets a specific Tweet or answers a question on your firm's Twitter feed. Incentivizing retweets and comments not only increases Tweets about your brand, it can also increase the reach of your content, and create real excitement about your brand.

You can also hold what is known as a hashtag campaign by asking members of your target market to use a specific hashtag during a set period of time. For instance, you could hold a contest where you ask your followers to use a your hashtag during a sporting event. Each participant could be entered in a random drawing for a prize. This can create excitement for a brand and engagement with users who are not current consumers of your product. This is called "Push Marketing."

There is a difference between push & pull marketing. By providing value and discovering insights about the people you follow and who follow you, you can use Twitter to pull clients towards your business rather than blast them with sales tweets.

WESTERN MA SELF DEFENSE TRAINING

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We offer professional training in firearms instruction. This training includes but is not limited to handgun, shotguns, chemical sprays and other defensive options.

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New York-style, hand-tossed pizzas, homemade Italian dishes and soups, and a marinara sauce to die for. Also on Main Street in Greenfield. Call and pick up!

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BAYSIDE OYSTERS

South Deerfield, MA
BaysideOysters.com • (413) 834-3148

Bayside Oysters provides sustainable, fresh, locally farmed oysters, wholesale and retail, in New Hampshire and Massachusetts.

MARKETING: Pinterest

Pinterest.com is a popular photo-centric social media website with literally millions of photos to browse, all of which have been uploaded by the users of the system. As a small business owner, Pinterest can be utilized in a variety of ways, and is a great tool to learn your potential clients' wants or needs.

With 200 million monthly users, Pinterest may not be a social media behemoth like Facebook, but it's an important social platform; half of all millennials use Pinterest, for instance. But it's not just young people: 68 percent of U.S. women between the ages of 25 and 54 use Pinterest, too.

Many people use Pinterest for inspiration, ie; to save visually inspiring or pleasing images. Normally these images or "pins" have links attached that bring you to the web page for that image.

Pinterest users, or "pinners," use "boards" to categorize their pins into specific areas of interest. A pinner may have boards dedicated to anything from antique cars to interior design to fashion inspiration, and then share them. Other pinners may "follow" such boards, or even another user, if it interests them. All pinners have a "feed" which is constantly being updated with fresh pins (content) from the various boards and users they have followed.

If you plan to use Pinterest to market your business, you should create a business account, rather than a personal account. Business accounts offer business-specific features like analytics and the ability to use Pinterest advertising.

Once you're in, you can begin creating new boards and posting pins (uploading photos). Make sure add a good description and good keywords. As people search for pins they're interested in, they may "follow" your account.

BROOK'S BEND FARM

29 East Taylor Hill Road, Montague, MA 01351

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Brook's Bend, in Montague, MA, a working farm producing meat and Shetland Woolens as well as providing youth mentoring and herbal medicine programs.

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A Sixth generation farm striving to use resources efficiently, model excellent land stewardship, and produce high quality agricultural products.

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117 Ashfield Road, Buckland, MA 01338

CliffsSmokinBackyardBBQ.com • (413) 834-1196

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Cold River Package Store on Route 2, downtown Charlemont, MA, on the Mohawk Trail. Purveyors of the finest liquor, beer and wine... and LUNCH!

DAR-RIDGE FARM

2 Roberts Lane, Colrain, MA 01340-9703

DAR-RidgeFarm.com • (413) 624-3316

DAR-Ridge Farm in Colrain, MA is a wholesale milk and meat provider. The farm has been in the family since 1940.

MARKETING: Pinterest For Business

Pinterest is a network where people look for inspiration, specifically seeking out ideas about new products to buy—they are excited to see posts from brands in their feeds. According to eMarketer, only Facebook outranks Pinterest in influencing U.S. social media users' purchasing decisions.

Gaining more followers means that more eyes will be seeing your pins and will increase the likelihood that a pinner will click-through to your website. A reliable way to gain followers is using community or shared boards with other pinners. These boards are seen by larger groups, but are not completely under your control. Pinning should be done with more frequency than other forms of social media. Once you have pinned 800 or more pins, traffic to your Pinterest profile increases rapidly.

Pinning to industry-specific boards will help gain insight to trends within a given industry. Looking into who is following industry boards will help find users who may be looking for products or service you supply. For example, if a furniture dealer wants to drive traffic to their website through Pinterest, they can start by creating a board for interior design inspiration and "pin" design images that may reflect the company's style.

In addition, a business can also create pins using images from own their website, and add the link associated with the image to bring them to that page.

Lastly, it is important to add a link to the business website on your main profile page so that pinners may easily find your website, which of course is the whole reason you are there. You will be asked to confirm your website with a code, which you'll need to save to your site's meta tags.

—Claire DuSell, partner, DanPphoto.com

EMERSON CHRISTMAS TREE FARM

878 Bernardston Road, Greenfield, MA 01301

EmersonTreeFarm.com • (413) 773-5245

Emerson Family Christmas Tree Farm is a family-owned tree farm located in Greenfield, Massachusetts.

FAST FARM SITES WESTERN MASS

50 Miles Street, Greenfield, MA

FastFarmSites.com • (413) 320-5336

Fast Farm Sites is a project of Montague WebWorks, geared towards supporting the small farms of Western Massachusetts.

FIELD TO TABLE

524 Leyden Rd., Greenfield, MA 01301

FieldToTable.net • (413) 774-5483

Our mission is to provide professional assistance and support to locally owned farms, from production through sales.

FRENCH KING RESTAURANT & MOTEL

129 French King Highway, Erving, MA 01344

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A few steps away from the French King Bridge at the confluence of the CT and Millers Rivers, quaint lodging and delicious food in a rustic New England setting.

GRAVES GLEN FARM

104 Wilson Graves Road, Shelburne, MA 01370

GravesGlenFarm.com • (413) 522-9786

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Specializing in producing fine maple syrup, growing organic vegetables, home grown hay, and running the Strawbale Cafe which serves breakfast.

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127 Elm Street, Hatfield, MA 01038

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KELLEY ORGANIC FARM

433 Reed Street, Conway, MA 01341

KelleyFarmOrganics.com • (413) 658-4395

Kelley Farm, aka "Shelburne Organics", has been growing and selling specialty Asian produce and cross-over crops, such as tomatoes and beans, since 2014.

LAUGHING DOG FARM

398 Main Road, Gill, MA 01354

LaughingDogFarm.com • (413) 863-8696

Our mission is to grow the finest food in the world, all year long, for ourselves and others.

MARKETING: Instagram for Small Businesses

With the prevalence of social media in our everyday lives, using it to expand your business is necessary. However, sometimes running a blog or maintaining a Facebook page is just too much work and maintenance: enter Instagram, with almost a billion users.

With Instagram, you can simply snap photos on the fly, caption them, and off you go. For marketing your business, there are additional ways to get eyes on your page.

The Bio Page is your "about" section... a brief synopsis of your work, plus links to your website and other social media.

Hashtags are the keys to getting recognition on Instagram, as users will often follow trending hashtags or hashtags that they're interested in. Be sure to research hashtags commonly used in your field to use—for example, if you're a hair salon, you could use the hashtag #salon, or #hairstyle. However, when you dig a little deeper, you'll find hashtags commonly used by others—likely things like #salonlife, #stylistsofinstagram, things like that. You can create any hashtag you want, so have fun with it!

Likes, Comments, and Follows. Simply put, liking and commenting other people's posts insures that your name shows up in their notifications, which is more exposure for you. Liking posts and following other users can garner curiosity about your brand.

Instagram is a freeform sort of social media that allows users to see behind-the-scenes of a business. There's no need to keep strictly professional—it's a way to show off your work culture and personality. Start small. Establish relationships. Engage with others one-on-one. Get your company's name out there.

—Dana Faldas, About face Computer Solutions



MARTIN'S FARM COMPOST AND MULCH

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Local family-owned business, producing top quality compost and mulch for 30 years. Use our online yardage calculator to get just the right amount.



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10 Jones Road, Deerfield, MA 01342

OpenPalmFarm.com • (413) 522-0301

A small farm specializing in salad greens, prioritizing wholesale relationships. Our organically grown greens mixes are triple washed and ready for use.

PATTERSON FARM

159 Montague Rd, Sunderland, MA 01375

PattersonFarmLLC.com • (413) 665-5100

Patterson Farm, New England's Premiere source for wholesale pumpkins, Indian corn, and peppers, has been farming since 1983.

PAUL'S SUGAR HOUSE - QUALITY MAPLE PRODUCTS

28 Goshen Road, Williamsburg, MA 01096

PaulsSugarHouse.com • (413) 268-3544

Our mission is to produce the best quality maple products possible. We want our customers to know pure maple syrup is a healthy, all natural sweetener.

MARKETING: YouTube and LinkedIn

YouTube. More and more people are clicking on links to YouTube videos when they see them in search results. So, if someone is searching for something on Google and they see a video, pretty often they'll click on it. Will that video be yours? You should think about having a video made about your company, essentially a TV ad or How To ad, upload it to YouTube with plenty of keywords and a good description, and embed the video on one of your pages. It will get viewed many times if done right.

You can advertise on YouTube. There are four video ad options, including TrueView in-stream ads, which play before, during or after other videos. There are also discovery ads, which appear when a user is searching or browsing content on YouTube or across the web. Bumper ads are six seconds or less, and users can't skip these. Outstream ads play only on mobile devices, showing up on partner websites and within apps.

LinkedIn: Meant primarily for networking with other professionals, LinkedIn is a sort of living resume version of Facebook. You set up an account and provide exhaustive information on school and work history. Posts there are seen by your peers, called Connections, allowing you to share your professional knowledge with others.

You can now make a LinkedIn company page that tells the unique story of your business—including its mission, history, and culture. Then you can find key people and connect. With their Sales Navigator, you can zero in on the right prospects, easily save lists of target accounts and leads, and get notified of new matches.

PINE HILL ORCHARDS

248 Greenfield Rd, Colrain, MA 01340
PineHillOrchards.com • (413) 624-3325

We offer a farm store filled with amazing local products and a beer, wine and hard cider. Our café serves breakfast until 11:30am and lunch until 2pm daily.

RED FIRE NORTH, MONTAGUE, MA

485 Federal Street, Montague, MA 01351
RedFireNorth.com • (413) 367-3071

Now open as a year-round store on Rt 63! We offer produce, vegetable plants, flowers, herbs, bulk foods, natural groceries, hot organic coffee & tea.

RYAN AND CASEY LIQUORS

55 Main Street, Greenfield, MA 01301
RyanAndCaseyLiquors.com • (413) 772-6585

Located in the heart of downtown Greenfield, Massachusetts — serving the residents of Franklin County, and beyond for close to 100 years.

SHEPHERD'S GATE GOAT FARM, HOLLAND, MA

131 Union Road, Holland, MA 01521
ShepherdsGateGoatFarm.com • (413) 324-6304

Home to a small herd of LaMancha dairy goats that produce all the milk used in creating a variety of delicious and nutritious cheeses and desserts

THE LADY KILLIGREW

442 Greenfield Road, Montague, MA 01351
theLadyKilligrew.com • (413) 367-9666

Warm, yummy food. Cold craft beer. Excellent wine. Beautiful views of the Saw Mill River. Cozy Atmosphere. At the Montague Bookmill.

HIGHLAND PRESS

Offset • Digital • Letterpress



For all your printing & promotional needs!
59 Marble Street, Athol, MA 01331
Highlandpress.biz • 978-249-6588

TOWNLIN ICE CREAM

37 Bernardston Rd, Bernardston, MA 01337
TownLineIcecream.com • (413) 522-0920

Townline Ice Cream is a seasonal ice cream and food stand located on Rts 5 & 10 right on the townline of Bernardston & Greenfield Massachusetts.

TRUSZ FAMILY FARMS

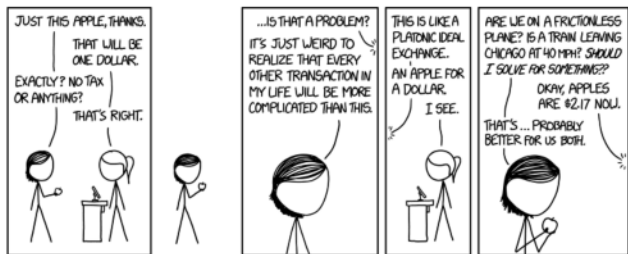
129 South Main Street, East Granby, CT 06026
TruszFamilyFarms.com • 508-272-4403

Trusz Family Farms make and sell Home-Made Tables, Maple Syrup, Grapes from our Vinyard, and has a Horse Ranch with a Stable & Corral.

WOLFIES FAMILY RESTAURANT, DEERFIELD, MA

52 South Main Street, South Deerfield, MA 01373
WolfiesRestaurantMA.com • (413) 665-7068

Wolfie's restaurant has been family owned and operated for 40+ years. We pride ourselves on giving our customers quality food and service at an affordable price.



PERMANENT LINK TO THIS COMIC: [HTTPS://XKCD.COM/2019/](https://xkcd.com/2019/)

MARKETING: Sharing News to Social Media

Social media websites are great for promoting your business. And it's pretty much free. You just need to know some simple tricks that will increase your chances of bringing people to your website.

The best way to use social media is to share posts or news articles from your website. What should you write about? Anything that's new! New, big contract? New service(s)? New people? New equipment? A company event? Relative industry news? Anything! Share it to social media so when people click on it they wind up on YOUR website.

Once you figure out what the article will be about, you need to sit down and write it (or pay someone to do it). At a minimum, the article should consist of at least three paragraphs, and at least one good photo.

In some ways, the photo is the most critical part. It helps tell the story, and is eye catching both when sent as an email and when shared via social media. I mean, take a second to scroll through your social media feed, and see what pops out at you. Chances are, it's a story accompanied by a photo or a graphic.

Depending on what software you're using for your website, you'll either be "attaching" the photo to the article, or inserting it via their toolset. Wordpress suggests you indicate the main image be the "Featured" image. Either way, one image should be considered the primary image, and it is this image that will display on Facebook, Twitter, LinkedIn, etc., when sharing the article.

GOVERNMENT / MUNICIPAL

See our Town Websites ad on page 135

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AMHERST HOUSING AUTHORITY

33 Kellogg Ave, Amherst, MA 01002
AmherstHousingAuthority.org • (413) 256-0206

Dedicated to providing quality housing to eligible households. The Authority is a public agency with state and federal funding, overseen by a 5-member board.

.....
ATHOL PUBLIC LIBRARY

568 Main St, Athol, MA 01331
AtholLibrary.org • (978) 249-9515

We have over 50,000 books, magazines, periodicals, books on tape, videos, compact discs, and other items, which are loaned to people who have a card.

.....
CHESTERFIELD MA FIRE DEPARTMENT

5 North Road, Chesterfield, MA 01012
ChesterfieldMAFire.com • (413) 296-4049

The Chesterfield MA Department uses the most up to date and state of the art equipment and methods available.

.....
GILL MONTAGUE COUNCIL ON AGING

62 Fifth Street, Turners Falls, MA 01376
GillMontagueCouncilOnAging.org • (413) 863-4500

Our mission is to enhance the quality of life for seniors in the community by providing health, education, and recreation programs and activities.

The simplest way to share a page or article on your website to social media is copy the URL (the web page address) of the page you want to promote and paste it into a new post to Facebook or Twitter or Pinterest or LinkedIn or whatever. Just navigate to the page, click into the web address line at the top of the browser, hit Ctrl-C or click Edit > Copy, then go to Facebook, etc., start a new post, and hit Ctrl-V or click Edit > Paste.

If you have attached or specified a primary or featured image, that image may or may not come up when you first paste in the URL of the page. If this is the very first time this page is being shared on that particular social media network, it may not appear. Never fear. It will appear once you submit the post.

In either case, as you are sharing the article, you will have the opportunity to add some personal text to the post, perhaps encouraging people to check out the article. "Hey, check out our latest news!"

If you are sharing to Facebook and you have a Page (as opposed to just your personal wall), you should post it to your business' Page, and once you've submitted it and it's there, share that post to your own wall.

Doing it that way ensures (1) your business Page has more content, and (2) sharing content from your Page shows your "friends" that you have a Page they may want to Like.

GRANBY FIRE DEPARTMENT

259 E State Street, Granby, MA 01033
GranbyFire.org • (413) 467-9696

Granby Fire Department is dedicated to providing for the safety and welfare of the public through the preservation of life and property.

GRANVILLE FIRE DEPARTMENT

707 Main Road, Granville, MA 01034
GranvilleFire.net • (413) 455-8527

A municipal volunteer fire department responsible for the safety and preservation of life, property, and environment through fire suppression, specialized rescue.

HAMPSHIRE COUNTY FIRE DEFENSE ASSOCIATION

48 Stage Road West, Westhampton, MA 01027
HCFDA.org • (413) 437-4686

Hampshire County Fire Defense Association - Serving the county through regional collaboration.

HAMPSHIRE COUNTY RETIREMENT SYSTEM

99 Industrial Drive, Northampton, MA 01060
HampshireRetirementMA.org • (413) 584-9100

The HCRS administers a Regional Massachusetts Public Employee Pension Plan for the local government employers within the boundaries of Hampshire County.

HATFIELD FIRE DEPARTMENT

59 Main Street, Hatfield, MA 01038
HatfieldMAFire.org • (413) 247-9008

A call fire department of citizens from within the community. From a wide variety of backgrounds, everyone contributes to the common goal.

Call 413.549.3766

LEGAL SOLUTIONS IN PLAIN ENGLISH, PC

Business law, Liquor licenses,
Special Permits, Zoning & Land Use,
Civil litigation. (And More.)

KRISTI A. BODIN, ESQ.

150 Fearing Street, Suite 23,
Amherst, MA 01002

Tel 413.549.3766 • Fax 800.760.1225
Cell 413.695.9848

kab@lawyeramherstma.com
www.kabesq.com

MONTAGUE CENTER VOLUNTEER FIRE DEPARTMENT

Old Sunderland Road, Montague, MA 01351
MontagueCenterFire.com • (413) 625-8200

Proudly protecting 2078 people living in an area of 9.8 square miles. We are a public department whose Volunteer members receive an annual honorarium.

MONTAGUE PUBLIC LIBRARIES

201 Avenue A, Turners Falls, MA 01376
MontaguePublicLibraries.org • (413) 863-3214

MPL has three branches: Millers Falls, Montague Center, and the main branch in Turners Falls, in the historical Carnegie Library building, built in the 1900's.

TOWN OF COLRAIN, MA

55 Main Road, Colrain, MA 01340
Colrain-MA.gov • (413) 624-3454

Colrain is in the northeastern part of the Berkshires, and is home to two state forests, Catamount State Forest to the Southwest.

TOWN OF GILL, MA

325 Main Road, Gill, MA 01354
GillMass.org • 413-863-9347

The town of Gill in northwestern Massachusetts offers education, recreation and quiet, peaceful living opportunities within its 15 square miles.

TOWN OF GREENFIELD, MA

14 Court Square, Greenfield, MA 01301
Greenfield-MA.gov • (413) 772-1555

Official Town of Greenfield, MA website. Franklin County. Home to Poets Seat, the Franklin County Fair Grounds, Court House, and the GreenWave.

CONTENT: Photo Galleries Are Good

There are many reasons to publish images and photos as part of your website, such as if you have an online store, send out news releases or have a Facebook business page.

Studies show that pages and news articles with images get nearly double the number of views. Including a photo or a video in an emailed press release increases views by about half. Consumers are more likely to consider or contact a business when an image shows up in local search results.

And that's just including images in a page. What about full-scale photo galleries where the main content is the photos themselves? Your website could benefit from having categories of photos that allow your potential or existing customers to browse and view an interactive or automated slideshow.

For instance, if you are a service business, you could display before and after samples of your work. If you're a membership organization, show photos of events you have held.

Ensure people find your photos by adding categories and labels. Better yet, add a description to each one telling the story and using rich keywords and phrases. Remember, Google can't see what's in the image. It can only infer the content based on the title and the description. The more keywords, the more likely your photo will be displayed.

Sharing your images on social media is another way to leverage your photo gallery: share an image directly from your website once a week with a story about the subject matter. People will click them and come to your site.

TOWN OF LEVERETT, MA

9 Montague Road, Leverett, MA 01054
Leverett.MA.us • (413) 548-9699

In western Massachusetts, Leverett is neighbor to the Five College area of Amherst, Hampshire, Smith, Mt. Holyoke and the University of Massachusetts.

TOWN OF LEYDEN, MA

16 West Leyden Rd, Leyden, MA 01337
TownOfLeyden.com • (413) 774-4111

Official website for the Town of Leyden, MA. First settled in 1737 as part of 'Fall Town,' which also included Bernardston and Colrain.

TOWN OF MONTAGUE, MA

1 Avenue A, Turners Falls, MA 01376
Montague-MA.gov • (413) 863-3200

Montague, MA, consists of five villages: Turners Falls, Montague Center, Millers Falls, Lake Pleasant, Montague City. Come visit! River Culture. Power Town.

TOWN OF PLAINFIELD, MA

304 Main Street, Plainfield, MA 01070
Plainfield-MA.us • (413) 634-5420

Official website for the Town of Plainfield, MA. Plainfield was incorporated a district of Cummington in 1785, and in 1807 was incorporated a distinct town.

TOWN OF ROWE, MA

321 Zoar Road, Rowe, MA 01367
Rowe-MA.gov • (413) 339-5520

Rowe hilltown in northwestern Massachusetts, bordered by Whitingham, VT. It is nestled in an area of scenic beauty, with wooded mountains, and clear brooks.

CONTENT:

Photo Galleries & Google Images

Google Images is an interesting beast, an index of millions upon millions of photos that appear on websites. People use it every day when looking for products and services. The only way to ensure your company is represented in that space is by having a lot of photos on your website. Depending on the nature of your business, you might find your site gets found more through image searches than text searches.

The first step is to make sure Google is indexing your website. Once that's done, just set up a photo gallery on your site and begin uploading images.

Be very mindful of how you title the photos. This is key to getting them found. You should keep the photo title succinct, yet descriptive. DO NOT leave it with the camera-created name of "IMG_0167825" or whatever. Give it a proper name, such as "Horse at Sunset by a Tree," then make sure to add a paragraph with some keywords and phrases in the description. The more text the better.

To get a good idea of the context in which your photos will appear, you should try a Google Images search. Go to Google, search for "booskas flooring" and then click on "images" in the upper part of the page. You'll see that many of the photos in the top three or four rows are from their website. Now try searching for your business by using a generic description of your service, your town, and the state.

Clicking on a photo opens a window where there's more information about the photo, other related images, and a "Visit" button where you can go to the web page where the image was indexed from. Pretty cool.

TOWN OF SHELBURNE, MA

51 Bridge Street, Shelburne, MA 01370
TownOfShelburne.com • (413) 625-0300

Shelburne was first settled in 1756 as part of Deerfield, MA. It was initially organized as the district of Shelburne in 1768, and incorporated in 1775.

TURNERS FALLS FIRE DEPARTMENT

180 Turnpike Road, Turners Falls, MA 01376 •
TurnersFallsFire.org • (413) 863-9023

With professionalism, dedication, training and integrity we work to preserve, protect lives and property, and enhance the quality of life for our District.

TURNERS FALLS FIRE DISTRICT

226 Millers Falls Road, Turners Falls, MA 01376-1605
TurnersFallsFireDistrict.org • (413) 863-4542

We provide fire protection, emergency medical services, public water supply and street lighting for the residents and businesses of our district.

TURNERS FALLS WATER DEPARTMENT

226 Millers Falls Road, Turners Falls, MA 01376
TurnersFallsWater.com • (413) 863-4542

Our main source of water consists of two artesian wells at the Tolan Farm well field. They pump 1.2 to 2 million gallons of water per day to the filter plant.

VISIT GREENFIELD, MASSACHUSETTS

Greenfield, MA 01301
VisitGreenfieldMA.com

In Greenfield we have the advantages of country life mixed with the culture of an urban area. Eat, drink, play, inside, outside, all around the town!

TAKING EFFECTIVE PHOTOS FOR YOUR BUSINESS WEBSITE

Plan Ahead: Populating your website with images is one of the last steps after choosing a template and creating content. Once you have your site and content planned, look through your site and determine where visuals are needed to balance the layout. With this in mind, brainstorm some ideas before you embark on your shoot. Think about how you can use images to illustrate your message or give customers better idea of your company.

Do Your Research: Look at comparable websites and get inspired! Pay attention to how each site uses images to break up the layout and exactly what type of images are used, i.e.; group shots of staff, location images, product images.

Pay Attention to the Details: On many websites, images are there to paint a picture of the company and services offered. However, sometimes images work as 'filler' and simply add more visual interest between content — think 'stock photos'.

Also, be sure to upload your photos in a high enough resolution so the images are clear and crisp. Images that are too small will look blurry and pixelated on a computer screen. If the photo will be a “Hero” photo, a full-screen shot at the top of your home page, it should be between 1600 and 2000 pixels. If the photo will be used in the content area, 1000 pixels wide should be sufficient.

With the advent of modern technology and smart phones, almost everyone has access to a camera and can take quality photos for their business website. If you have trouble with technology, don't be afraid to reach out for help. And if all else fails, hire a professional!

— Claire DuSell, Dan Piasecki Photography

WESTHAMPTON FIRE DEPARTMENT

48 Stage Road, Westhampton, MA 01027
WesthamptonFire.org • (413) 529-7181

Thirty volunteer members provide a vast array of services to the community. Annually, We respond to approximately one hundred and sixty calls for service.

WILLIAMSBURG MA FIRE DEPARTMENT

5 North Main Street, Williamsburg, MA 01096
WilliamsburgFire.com • (413) 563-8894

A call/volunteer department delivering fire and rescue services to our town. We are 'Neighbors Helping Neighbors' and we all love our community.

HEALTHCARE / SERVICES

ACCESS CHANGE WITH HYPNOCOACHING

26 South Prospect Street-Suite 210, Amherst, MA 01002
AccessChangeWithHypnoCoaching.com • (413) 522-2815

Access Change With HypnoCoaching - Vanessa L. Adams can help you lead a meaningful life that is fulfilling, happy and healthy.

ALBER HEARING SERVICES

489 Bernardston Road, Greenfield, MA 01301
AlberHearing.com • (413) 774-0100

Alber Hearing Services offers digital hearing aids, hearing tests and repairs in Greenfield, and Bernardston, Massachusetts.

INTERACTIVITY: Online Forms

Despite the fact that our lives are already filled with too many forms, including them on your website is a major time-saver for both you and the people who want to interact with you.

Your website software should allow you to create new forms, add fields, and set default values and settings for radio buttons and check boxes. It should allow all responses to be emailed to you and databased on the website for later exporting to Excel or to another system you may have.

That last part is the major time saver of them all.

Printing up “Hello, My name is” cards is a breeze if all your attendees are in a database you can export from. Typing in information from paper is so... 20th Century!

Additionally, customers will appreciate getting a speedy reply that confirms their information has been received in a tidy, printable format they can also view on a mobile device.

Lastly, your online form module should allow you to email everyone who filled out the form, both now and in the future, especially if it's an annual event people would sign up for. Invite them all back!

If your company or organization is in the business of putting on events or seminars, or if you just want to gather testimonials or feedback but you don't want to clutter up your generic contact us form, you need dynamic online forms built into your website. If you don't have that ability but want it, give us a call.

BIRCH TREE CENTER FOR HEALTHCARE TRANSFORMATION

296 Nonotuck St: Ste II, Florence, MA 01062

BirchTreeCenter.com • (413) 586-5551

Transforming the culture of healthcare through holistic health services, therapeutic presence and person centered care.

DEB ELLIS PHYSICAL THERAPY

17 Research Drive, Amherst, MA 01002

DebEllisPhysicalTherapy.com • (413) 695-6069

Clinical Specialist in Neurologic Physical Therapy. Since 2004, outpatient/home care and consulting physical therapy, Synergy & Rehab.

GREENFIELD CHIROPRACTIC

59 Riddel Street, Greenfield, MA 01301

GreenfieldChiropractic.net • (413) 774-2706

Greenfield Chiropractic: Auto Accident, Workman's Compensation, Lower Back Pain, Sciata, and Neck Injuries.

JONATHAN GINZBERG ACUPUNCTURE

25 Main Street, #203, Northampton, MA 01060

GinzbergAcupuncture.com • (413) 427-5151

Jonathan Ginzberg Acupuncture and Chinese Herbal Medicine in Northampton, Cummington & Pioneer Valley.

KAREN ADAMS ACUPUNCTURE

40 School St., Suite 6, Greenfield, MA 01301

KarenAdamsAcupuncture.com • (413) 768-8333

Practicing acupuncture since 2002, Karen Adams specializes in helping people who have experienced personal, combat and critical incidence trauma.

SECURITY: HIPAA COMPLIANCE

If your organization has access to electronic Protected Health Information (PHI), it is recommended that you review your HIPAA compliance checklist. First, let's define some terms.

A **Covered Entity** is a health care provider, a health plan or a health care clearing house who, in its normal activities, creates, maintains or transmits PHI. There are exceptions. Most health care providers employed by a hospital are not covered entities. The hospital is the covered entity and responsible for implementing and enforcing HIPAA complaint policies.

A **Business Associate** is a person or business that provides a service to – or performs a certain function or activity for – a covered entity when that service, function or activity involves the business associate having access to PHI maintained by the covered entity. Examples of Business Associates include lawyers, accountants, IT contractors, billing companies, cloud storage services, email encryption services, etc.

Every Covered Entity and Business Associate that has access to PHI must ensure the technical, physical and administrative safeguards are in place and adhered to, that they comply with the HIPAA Privacy Rule in order to protect the integrity of PHI, and that – should a breach of PHI occur – they follow the procedure in the HIPAA Breach Notification Rule.

The **HIPAA Security Rule** contains the standards that must be applied to safeguard and protect ePHI when it is at rest and in transit. The rules apply to anybody or any system that has access to confidential patient data, meaning the ability to read, write, modify or communicate ePHI or personal identifiers which reveal the identity of an individual.

There are three parts to the HIPAA Security Rule – **technical safeguards, physical safeguards and administrative safeguards** – which will be addressed next.

MARI-MED CONSULTS - MEDICAL MARIJUANA

1985 Main Street, Springfield, MA 01103
MariMedConsults.com • (413) 455-1081

MariMed Consults provides medical marijuana evaluations and certifications in Western MA. We are first and foremost about our patients.

MASSACHUSETTS PAIN INITIATIVE

P. O. Box 164, Berlin, MA 01503
MassPainInitiative.org

Non-profit, volunteer organization dedicated to ending needless suffering and to improving the quality of life for people affected by pain.

NEW ENGLAND WOUND CARE

7 Burnham Street, Turners Falls, MA 01376
NewEnglandWoundCare.com • (413) 475-3233

We resolve our patient's wounds with up-to-date interventions such as Skin Substitutes, Skin Grafts, Wound Vacs, Wraps, Total Contact Casts, Alginates.

ORTHOPEDIC PHYSICAL THERAPY

306A High Street, Greenfield, MA 01301
OptGreenfield.com • (413) 773-3379

OPT is a orthopedic physical therapy practice owned by Elizabeth Dolby P.T and Jeff Anderson P.T. for more than 30 years with offices in Greenfield and Athol.

REVENEX MEDICAL BILLING SERVICES

30 Olive Street, Greenfield, MA 01301
Revenex.net • (413) 772-8500

Premier medical billing, revenue cycle, and healthcare practice management, serving clients nationwide. Offices in Greenfield, MA, and Milwaukee, WI.

SECURITY: HIPAA SAFEGUARDS

Technical Safeguards concern the technology that protects ePHI and provide access to the data. The only stipulation is that ePHI – whether at rest or in transit – must be encrypted to NIST standards once it travels beyond an organization's internal firewalled servers. This is so that any breach of confidential patient data renders the data unreadable, undecipherable and unusable. Thereafter organizations are free to select the most appropriate mechanisms.

Physical Safeguards focus on physical access to ePHI irrespective of its location. ePHI could be stored in a remote data center, in the cloud, or on servers on premises of the HIPAA covered entity. They also stipulate how workstations and mobile devices should be secured against unauthorized access.

Administrative Safeguards are the policies and procedures which bring the Privacy Rule and the Security Rule together. They are the pivotal elements of a HIPAA compliance checklist and require that a Security Officer and a Privacy Officer be assigned to put the measures in place to protect ePHI, and govern the conduct of the workforce.

The HIPAA Privacy Rule governs how ePHI can be used and disclosed. In force since 2003, the Privacy Rule applies to all healthcare organizations, the providers of health plans (including employers), healthcare clearinghouses and – from 2013 – the Business Associates of covered entities.

Most ePHI breaches result from the loss or theft of mobile devices containing unencrypted data and the transmission of unsecured ePHI across open networks. Breaches of this nature are easily avoidable if all ePHI is encrypted. Although the current HIPAA regulations do not demand encryption in every circumstance, it is a security measure which should be thoroughly evaluated and addressed.

- Text condensed from www.HIPAAJournal.com/hipaa-compliance-checklist/

THE BODY SHOPPE

306 A High Street, greenfield, MA 01301
TheBodyShoppe.org • (413) 774-2138

Our vision was to combine fitness with our physical therapy expertise to create a facility where people could work out safely.

NON PROFITS / COMMUNITY ORGANIZATIONS

.....

AMHERST HURRICANES BOOSTERS

66 Iduna Lane, Amherst, MA 01002
HurricaneBoosters.com • (413) 336-4440

A local, independent group of parents, coaches and supporters of High School sports in Amherst. We raise funds to have a positive impact on athletics at AHS.

.....

AMHERST IRISH ASSOCIATION

PO Box 2791, Amherst, MA 01002
AmherstIrish.org • (413) 387-9042

Promoting the understanding and appreciation of Irish culture, history, language and politics here in the Pioneer Valley.

.....

CHILDREN'S ADVOCACY CENTER

56 Wisdom Way, Greenfield, MA 01301
cacFranklinNQ.org • (413) 475-3401

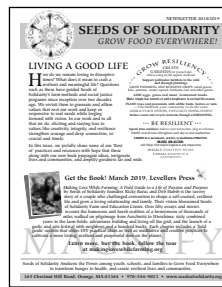
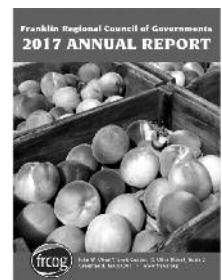
Minimizing secondary trauma to child victims by streamlining the handling of cases of child sexual abuse, serious child physical abuse, and child exploitation.



LYNNE RUDIE
GRAPHIC DESIGN
★
31 Park Street, Turners Falls, MA 01376
413.863.9406 • 413.834.0889 (c)
LynneRudie.com
lynnrudiedesign@gmail.com



Billboards, Postcards & Everything In Between



FRANKLIN AREA SURVIVAL CENTER

96 Fourth Street, Turners Falls, MA 01376-1605
FranklinAreaSurvivalCenter.org • (413) 863-9549

A food pantry for individuals and families in need and a thrift shop where clothing, household items, furniture and other necessities are sold.

FRANKLIN COUNTY COMMUNITY MEALS PROGRAM INC.

P.O. Box 172, Greenfield, MA 01301
FCCMP.org • (413) 772-1033

Franklin County Community Meals Program provides community meals (Greenfield, Turners Falls and Orange) and operates the Orange Food Pantry.

GREEN RIVER CEMETERY

256 Wisdom Way, Greenfield, MA 01301
GreenRiverCemetery.org • (413) 774-2604

Founded in 1853, Franklin County's historic non-denominational and contemporary cemetery. Stroll through the natural beauty of this unique place.

GREENFIELD BUSINESS ASSOCIATION — GREENFIELD, MA

395 Main Street, Greenfield, MA 01301
GreenfieldBusiness.org • (413) 774-2791

For 50+ years, the GBA has promoted Greenfield, MA, as a destination for the people of Franklin County and beyond to visit, shop, dine and conduct business.

GREENFIELD HIGH SCHOOL ALUMNI ASSOCIATION

P.O. Box 1332, Greenfield, MA
GreenwaveAlumni.org • (413) 834-8040

A non-profit organization dedicated to supporting Greenfield High School, alumni, present and future students, as well as our community of Greenfield.

SECURITY: SSL EXPLAINED

SSL stands for **Secure Sockets Layer**, which is a security protocol that creates an encrypted connection between a computer and a Web server. When you are viewing a website in your browser, you can tell if your connection to the website is secure by looking in the address bar. If you see a padlock symbol and https: in the address, you have a Secure http connection to the site.

Websites that have only http: means that data is transferred between your computer and the web server in plain text. However, when you pay for something with your credit card online, or when you log into your bank's website, or if you're logging in to a social media website, you don't want that information transferred in plain text. The Internet is wide and open, and anyone who has the skills can see that information as it goes from your browser to the website.

Website owners need to install an SSL Certificate onto their web server to create a secure session with browsers. Once a secure connection is established, all web traffic between the web server and the web browser will be encrypted. If your website has online forms of any kind, you want to protect the data being transmitted.

Historically, HTTPS was used for sites that stored critical information (e.g., banks), but over time, more and more websites have made the switch because of privacy concerns.

Additionally, Google now includes the presence of SSL on your website as a metric to help determine your ranking in their search results. A lack of an SSL certificate will lower your search position.

GREENFIELD LODGE OF ELKS #1296

3 Church Street, Greenfield, MA 01301
GreenfieldElks.org • (413) 774-4909

Since its inception in 1868, the Order of the Elks has grown to include nearly 1.2 million men and women in almost 2,200 communities.

LITERACY VOLUNTEERS OF ORANGE / ATHOL

568 Main St, Athol, MA 01331
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Free confidential tutoring for adults in basic literacy and ESOL in Athol, Erving, New Salem, Orange, Petersham, Phillipston, Royalston, Warwick, Wendell.

MASS RURAL WATER ASSOCIATION

163 Main Street, Northfield, MA
MassRWA.org • (413) 498-5779

The Mass Rural Water Association (MassRWA) is a non-profit trade association of rural water and wastewater systems.

MASSACHUSETTS EMS CONFERENCE

168 Industrial Drive, Northampton, MA 01060
MassEMSConference.com • (413) 586-6065

A regional nonprofit corp. committed to improving the delivery of emergency medical services to residents of Berkshire, Franklin, Hampden and Hampshire.

MEDICINE MAMMALS

101 Morse Village Rd, Wendell, MA 01379
MedicineMammals.org • (413) 544-6144

A non-profit wildlife rehabilitation organization, operated by a White Mountain Apache, Loril MoonDream (director), and her staff of volunteers.

MARTIN'S FARM COMPOST AND MULCH



Martin's Farm, a local family-owned business in Greenfield, MA, has been producing top quality compost and mulch for thirty years.

Our customers in Western Massachusetts are using our compost, along with our other products, with great success.



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(413) 774-5631 • MartinsFarmCompost.com

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210 Turners Falls Road, Turners Falls, MA 01376
MillersFallsRodAndGun.com • (413) 863-3748

We provide for friendly relations, social welfare and interests to our members, friends, and guests; to promote interest in hunting, fishing and related activities.

MONTAGUE BUSINESS ASSOCIATION

PO Box 485, Turners Falls, MA 01376
MontagueBusinessAssociation.com

Montague's prime business network, our mission is to play a vital role in the town by building a viable business support system through communication and action.

MONTAGUE CATHOLIC SOCIAL MINISTRIES

43 Third Street, Turners Falls, MA 01376
MCSMcommunity.org • (413) 863-4804

Founded in 1994 by local clergy in response to a crisis of violence in the community, we listen and respond to the requests of our neighbors.

MONTAGUE CENTER FIRST CONGREGATIONAL CHURCH

PO Box 65, Montague, MA 01351
MontagueChurch.org • (413) 367-9467

Whether you are visiting our town, new to the area, or have lived here your whole life, you are invited to join us for worship and fellowship.

MONTAGUE COMMON HALL

34 Main Street, Montague, MA 01301
MontagueCommonHall.org • (413) 367-9415

The Montague Common Hall, built in 1835 as a Unitarian Meetinghouse, is home to the Montague Historical Society; provides a large, open, friendly space.

SECURITY: Safe Browsing

Every day we “browse” the Internet – checking email, the news, our Facebook pages, etc. The tool we use for this is a web browser, e.g. Internet Explorer, Mozilla Firefox, or Google Chrome. The web browser is our window to the places we visit. But, as the browser is just a computer program, it can also be a window into our computer for bad guys. Awareness and a few tools can help reduce our exposure to the threats that are prevalent on the internet.

Staying Aware: Just like when walking down the street, we must stay aware of our internet “surroundings” to stay safe. This means knowing where you are (what web page), as well as whether the neighborhood is relatively safe or not. Look in the location bar at the top of your browser whenever you’re on a website of importance to you: if it says https://, that’s a good sign. If it only says http://, that’s potentially dangerous. Similarly, know where you want to be. If you clicked a link to read an article on cnn.com make sure you’re not on cnn-thenews.com. Take extra special care when doing any online banking in a browser.

Ad Blockers: Ad blockers are extensions to the web browser to control and restrict the amount of advertising that gets shoved into our faces from the web pages we visit. Our current favorite is “uBlock Origin” from Raymond Hill.

Antivirus Software: As always, the most important front-line defense. There are many products on the market that will keep you away from malicious websites. WebRoot and MalwareBytes are good programs to consider.

Stay safe out there!

—Brian Faldasz — About-Face Computer Solutions, Turners Falls



MONTAGUE COMMUNITY TELEVISION | MCTV

34 Second Street, Turners Falls, MA 01376

MontagueTV.org • (413) 863-9200

Channel 17, is the public access station for Montague, featuring selectboard meetings, school committee meetings and programming from local residents.

MONTAGUE MUG RACE

Main Street, Montague, MA 01351

MontagueMugRace.com

The Race is 5.5 miles, starting in the north east corner of Village Green, winding through the gorgeous hills and back roads of Montague Center, MA.

MOORE'S CORNER CHURCH, LEVERETT, MA

Church Hill Road, Leverett, MA 01054

MooresCornerChurch.com • (413) 367-9361

Moores Corner Church is an Independent / Non-Denominational Church that is committed to the preaching and teaching of the Gospel of Jesus Christ.

PIONEER VALLEY FERN SOCIETY

321 Montague Road, Shutesbury, MA 01072

pvFernSociety.org • (413) 259-1557

PVFS encourages the exchange of information and specimens between members via its newsletter, and during frequent field trips.

RIVER CLEANUP

Green River Road, Greenfield, MA 01301

RiverCleanup.us • (413) 522-2102

River Cleanup is a website for posting the locations of trash stuck in our local rivers. Print up maps, go and clean it up!

SECURITY: Safe Downloading

There is lots of free software available on the Internet for PCs running Windows. Some of that free software is very popular, and people often just tell you to “Google it” to find it. But Google, as well as the other search providers, can be a little misleading when we search for downloadable goodies. Frequently, the first few results on a search are not really the ones we want.

For example, in a search for “Mozilla Firefox Download,” the first result lead to www.MozillaFirefox.abc-apps.com, which is NOT the official Mozilla site. The official site is at mozilla.org.

As an experiment, we downloaded the software from abc-apps.com, installed it, and ended up with an out-of-date version of Mozilla Firefox; a new toolbar in all of our web browsers that connected us to an advertising network; and a new application which supposedly provides discount coupons.

All we wanted was the current version of Firefox, and instead we wound up with an old version and a bunch of apps that will clog up our computer, and potentially open a security hole. If we had made sure we went to mozilla.org instead, and not abc-apps.com, we would have installed only the current version, and nothing else.

Better still, rather than doing a Google search, go to safe download websites like CNET’s Download.com that pre-review and scan all their downloads.

Look very carefully at where your download is coming from to save yourself wasted time from having to clean out unwanted apps.

—Brian Faldas, *About-FaceComputers.com*

PROFESSIONAL SERVICES

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ABOUT-FACE COMPUTER SOLUTIONS

151 Avenue A, Turners Falls, MA 01376

About-FaceComputers.com • (413) 863-5447

About-Face Computer Solutions is a small service-oriented computer security and repair company in Turners Falls, MA. Ask for Brian, Dana or Fernando.

.....

ALBERT B. ALLEN INSURANCE AGENCY

277 Federal St., Greenfield, MA 01301

AlbertAllen.com • (413) 773-5275

Albert B. Allen, Inc, Insurance in Greenfield, Turners Falls, Leyden, Montague, Shelburne Falls, Deerfield Massachusetts.

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Cathy is a full-time real estate agent and native to the area offering a level of local knowledge and a powerful far-reaching network.

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CoxAndPowers.com • (413) 773-5007

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DAN PIASECKI WEDDING PHOTOGRAPHY

133 Franklin Street, Greenfield, MA 01301

DanPphoto.com • (219) 771-1660

Dan's wedding photography stems from his romantic perspective on life. Sharing and preserving your wedding with a sense of fulfillment and pride in his work.

DEBORAH SAVAGE, WRITER & ARTIST

PO Box 210, Montague, MA 01351

DeborahSavage.net • (413) 367-0134

Award-winning novelist, illustrator and teacher — 30+ years as a writer and visual artist, writing workshop facilitator, speaker at writing conferences.

DOMAIN NAMES AND WEBSITES

Understanding the Relationship

Many people do not understand how domain names and websites work together. We have worked on an analogy that may help.

Think about making a phone call. You need three things: a phone; a number; a carrier. Without these, no phone call can take place. You can buy a new phone and transfer your number from one carrier to another, but you won't lose your number unless you don't pay your bill or don't transfer it when you switch phones or carriers. The same thing can happen with a domain name. In the web world, you also need three things: a website (phone), a domain name (phone number) and a carrier (website host).

You can purchase a domain name from any registrar for a year, or two, or even ten. The problem arises when the renewal date passes without a payment. Maybe the credit card you originally used has expired, or the person who registered the domain is no longer with your company or their email address is no longer accessible. Maybe you thought your website host would take care of it. In either case, once the domain name expires, your website becomes inaccessible. **It's like having a phone without a phone number.**

What happens next? First, the domain enters a short Grace Period. You can still renew the domain name and everything goes back to normal.

Next it goes into a longer Hold Period. You can still renew, but there will be a redemption fee of about \$100. After that some registrars try to sell it at auction to the highest bidder. If someone doesn't buy it, the registrar releases it back to the world as an un-registered domain.

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We create, develop, communicate, and accomplish locally and throughout MA.*

FRANKLIN COUNTY BAR ASSOCIATION

20 Federal Street, Greenfield, MA 01301
FranklinCountyBar.org • (413) 773-9839
*The professional organization for attorneys interested in promoting the
administration of justice and standards of excellence in the legal profession.*

GILMORE & FARRELL INSURANCE

525 Bernardston Rd, Greenfield, MA 01301
GilmoreAndFarrell.com • (413) 773-3686
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motorcycle, collector car, boat, snowmobile, renters and business insurance.*

FITZGERALD REAL ESTATE FEATURED LISTINGS

116 Federal Street, Greenfield, MA 01301
Fitzgerald-RealEstate.com • (413) 774-6371
*We know Real Estate in Franklin County, MA. We live in Greenfield and have
great understanding of the local market and years of experiences assisting buyers.*

HIGHLAND PRESS

59 Marble Street, Athol, MA 01331
HighlandPress.biz • (978) 249-6588
*Since 1925, providing design, printing and bindery services promotional
products large and small. We service designers and print brokers.*

DOMAIN NAMES AND WEBSITES

Don't Let Them Expire

If your domain name expires and someone else buys it, you will have to buy another domain name and go through the headaches of pointing and indexing and lettering your truck, again.

Remember, your domain name identifies your presence on the web; if you lose it people who are trying to find you may not be able to, and could end up on a potentially hazardous site.

If you manage your domain name on your own, you absolutely must keep track of your annual expiration date. Make sure the email address your registrar (ie; GoDaddy) has for you is valid, and the credit card they have on file has not expired. You should also make sure you know your username and password for the registrar's website so you can log in. Do this at least once a year, preferably a couple months before the domain's expiration date.

To easily find out when your domain name expires and confirm the contact info associated with it, go to NetworkTools.com, choose "whois," enter your domain in the text box and click "Go." They will provide you with the name of your registrar, your expiration date, and the associated contact info. If it is expiring soon, or the info is incorrect, you need to go to your registrar as soon as possible to rectify whatever is wrong.

If you are not confident about managing your own domain name, you might want to contact your hosts and ask them about domain management. For example, Montague WebWorks charges \$10 a year for domain renewal.

Avoid a potential nightmare, and have increased peace of mind.

IMAGES BY LEENA — PHOTOGRAPHY FROM THE HEART

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Michael J. Serduck serves Western Massachusetts mainly Hampden, Franklin and Hampshire counties.

MONTAGUE WEBWORKS | WESTERN MA WEB DESIGN

50 Miles Street, Greenfield, MA 01301

MontagueWebWorks.com • (413) 320-5336

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WHAT IS A RESPONSIVE WEBSITE?

Responsive Design, also known as “mobile-friendly” websites, is a methodology where the template or layout of the site dynamically “responds” to the size of the browser or mobile device by moving page elements around so everything fits on the screen, and not just fitting the whole layout as-is onto the user's screen. Thus, responsive design improves the usability of a website both by making everything readable, and by ensuring everything is on the screen without the need to swipe right or left.

For example, when designing your template for a desktop experience you may display a lot of information in the available screen space, with each component occupying optimal space. But, when you design for a mobile device, page elements should reshuffle as the browser width grows or shrinks. A three-column desktop design may reshuffle to two columns for a tablet, and a single long-scrolling column for a smartphone.

Responsive design also includes dynamically changing your navigation so it elegantly compresses as the screen gets smaller and smaller until it jumps to the “burger” (that little square-ish graphic that looks like a hamburger), which opens up to your navigation when you touch / click it.

In a responsive website, the same HTML is served to all devices. This saves your designer time by avoiding having to create two or three different templates to work on specific screen sizes. It also lightens your server load because search engines will only have to index your site once, not two or three times.

Google thinks that responsive websites are so important that it now demotes websites that are not responsive in their search results. Thus, it is critical that your website is mobile-friendly, and loads quickly.



PAUL FRANZ - PHOTOGRAPHER

30 Prospect Street, Greenfield, MA 01301
FranzPhoto.com • (413) 775-9007

Paul Franz is an award winning photographer in Western Massachusetts shooting for The Recorder, AP and numerous commercial clients as well as weddings.

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A WORD ABOUT STYLE: Making Sure Your Site Is Readable

When going to anyone's website your first impression is always based on the overall look. The colors should be pleasing and match your corporate branding scheme, including logos. But what matters most is whether the site is readable.

Long gone are the days when people were wowed by what a website looks like. Today, driven by the growing array of devices you can surf the web with, a simplified layout of the text and photos are most important. The content better be clear, clean, and readable.

Your site should quickly provide people with the information they need. Your contact information and hours of operation should be right on the home page, easily readable in all display formats, ie; laptop, tablet and mobile, and the site navigation should be obvious and easy to use.

Keep in mind that a significant percentage of your visitors are viewing your website on a mobile device. Make sure it loads well, and perhaps even in a minimalistic version. To that point, many web companies have begun to abandon any attempt at replicating the laptop or tablet layout when displaying a site on a mobile device to avoid the clutter. On the tiny screen, all you want to do is get the info you need.

Ensure the text on your site is easy to read. You should avoid black backgrounds with white text, ALL CAPS, or text that is just too large. Adding white space makes text easier to read, and frequent use of sub-titles before every second or third paragraph helps as well.

Keeping it clean makes for a positive browsing experience.



RUGGERI REAL ESTATE GREENFIELD MA

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P.O. Box 809, Conway, MA 01341
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Susan Bartfay has been studying telepathic communication with animals since 2008 in practice since 2010. She is a Certified Equine Massage Therapist.

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One-page website about the 1st Annual cranking Rocktober Blowout in October of 1988 and the DVD for sale.

WHY JOIN YOUR LOCAL CHAMBER OF COMMERCE OR BUSINESS ASSOCIATION?

Any Business 101 class will tell you to build the cost of a Chamber of Commerce or local business association membership into your budget. But why is membership worth the investment?

Chamber membership brings benefits back to your wallet by strengthening both your personal network, and your community. Your membership supports events that bring visitors to town including, here in Franklin County: the Franklin County Fair; Franklin County Cider Days; Shelburne Falls RiverFest; and Greenfield's Rag Shag Parade, and Jingle Fest, among many others.

The Franklin County Chamber of Commerce is one of 14 Massachusetts regional tourism offices and markets the county broadly throughout the Commonwealth. This drives people to our region and stimulates economic activity for your business.

The Chamber also encourages new businesses to open and supports existing business owners by hosting free business counseling by the Small Business Development Center and SCORE, the Service Corps of Retired Executives.

Chambers and business associations serve as referrals for potential customers and clients. People call their offices or check out their websites seeking local business recommendations. Who are they going to recommend but their members?

Networking is one of the biggest reasons to join your local business association or Chamber of Commerce. In Franklin County, the Chamber's breakfasts, meetings, and after hours



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events provide you with chances to meet other business owners and potential clients and customers.

These events offer broad perspectives on subjects related to your business and quality of life, such as public policy, marketing, and current events.

So, if you're not already a member of your local Chamber or business association, make that investment and join today! And don't forget to use your membership. Get out there and network!

Franklin County Chamber of Commerce,

(413) 773-5463, <http://FranklinCC.org>

North Quabbin Chamber and Visitors Center

(978) 575-0474, <https://NorthQuabbinChamber.com>

Greater Shelburne Falls Area Business Association

(413) 625-2526, <https://GSFABA.org>

Greenfield Business Association

(413) 774-2791, <https://GreenfieldBusiness.org>

Montague Business Association

<https://MontagueBusinessAssociation.com>

Turners Falls RiverCulture

(413) 835-1390, <http://TurnersFallsRiverCulture.org>

Amherst Area Chamber of Commerce

(413) 253-0700, <https://AmherstArea.com>

Northampton Chamber of Commerce

(413) 584-1900, <https://NorthamptonChamber.com>

— By Kate Snyder, Pencil Point Writing

HATFIELD BEEF

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106 State Road, Whately, MA 01093
HeatingStoveParts.com • (413) 397-3463

Discount Heating Stove Parts for Harman Pellet Stoves and all other manufacturers, local to Franklin County.

OLD DEERFIELD ANTIQUES

663 Greenfield Road, Deerfield, MA 01342
OldDeerfieldAntiques.com • (413) 522-2697

At Old Deerfield Antiques you will find the curious, the bizarre, and the unexpected. From giant trains to gas engine bicycles, we have it.

PRESS PLAY HOUSE VINTAGE MOVIES ON DVD

312 Main Street, Easthampton, MA 01027
PressPlayHouse.net • (413) 203-1390

Wonderful, campy classics. Features filled with hot rods, beatniks, monsters and Rock 'n' Roll ruled our world. Low budget 40s, 50s & 60s and crime movies.

QUABBIN HARVEST: YOUR COMMUNITY COOP MARKET

12 North Main Street, Orange, MA 01364
QuabbinHarvest.coop • (978) 544-6784

Our mission is to provide healthy food at an affordable price, while building community, supporting local agriculture and respecting the natural environment.



TNT PRODUCTIONS

DJ & KARAOKE SPECIALISTS

413-522-6035

www.tntprodj.net



SASSY PANTS VINTAGE CLOTHING

2 Conz Street, Nothampton, MA 01060
SassyPantsVintage.shop • (413) 210-3667

We cater to both men's and women's vintage fashion. We carry vintage hats, bow ties, purses, costume jewelry, shoes and retro clothing.

SNOW'S NICE CREAM

80 School Street, Greenfield, MA 01301
SnowsNiceCream.com • (413) 774-7438

Premium ice cream manufactured in Greenfield, MA, prepacked in 56 oz. scrounds for retail and in 3 gallon bulk tubs for restaurants and scoop shops.

TASTE OF THE SEACOAST DEALS AND PRINTABLE COUPONS

155 Fleet Street, Portsmouth, NH 03801
deals.TasteOfTheSeacoast.com • (603) 234-0394

Taste of the Seacoast Magazine coupon deals. Save 50% OFF at Your Favorite Seacoast Restaurants!

THE FIRE PLACE - PELLET STOVES, WHATELY, MA

106 State Road, Rt. 5 & 10, Whately, MA 01093
TheFirePlaceMA.com • (413) 397-3463

The Fire Place has a complete full blown showroom featuring instock pellet, wood and coal stoves. Competitively priced, and unmatched quality.

Looking for your own online store?

Give us a call at (413) 320-5336

HOT KEYS:

Editing Shortcuts – Minimize Carpal Tunnel

If you spend a lot of time in front of a computer, you probably use a mouse along with your keyboard. But did you know that you can minimize your hand movements and the strain on your hand by using the mouse less often? If your hands are over the keyboard already, why move them away just to do something you could do with the keyboard, quicker?

Here are some handy keyboard shortcuts that will speed up your typing and editing duties, and relieve your hands from extra stress. These are Windows/PC tips. On a Mac, try using the Command key.

Ctrl-A — Select All

Ctrl-C — Copy selection to the clipboard

Ctrl-X — Cut selection to the clipboard

Ctrl-V — Paste from the clipboard

Ctrl-B — Bold selection

Ctrl-I — Italicize selection

Ctrl-U — Underline selection

Ctrl-P — Print page / document

Ctrl-S — Save document

Ctrl-Q — Quit program

Ctrl-R — Reload current webpage (align right in Word)

Ctrl-W — Close current tab / window / document

Ctrl-Y — Redo (undo undo!)

Ctrl-Z — Undo

Note that Ctrl-A, Ctrl-X, Ctrl-C and Ctrl-V are all near each other.

SPORT / FITNESS

.....

AMHERST EQUESTRIAN CENTER

50 Station Road, Amherst, MA

AmherstEquestrianCenter.com • (413) 362-2020

Located on 25 acres of conservation land in beautiful South Amherst, we feature a 30-stall barn, oversized indoor/outdoor riding arenas, and full-day pasture.

.....

ATHOL YOUTH SOCCER CLUB

1745 White Pond Rd, Athol, MA 01331

AtholSoccerClub.org • (978) 660-8661

We develop and promote a vital and exciting soccer program for participating youths, parents, families and other soccer clubs in Franklin County, MA.

.....

BERNARDSTON GILL LEYDEN SNOWMOBILE CLUB

241 West Leyden Rd, Leyden, MA 01337

BGLsnow.com • (413) 374-4201

Imagine, you wake up and look out the window, the forecast was right, a foot of snow fell last night...finally! Grab your gear and get your sled. Time to go!

.....

COUNTRY CLUB OF GREENFIELD

244 Country Club Road, Greenfield, MA 01301

CountryClubOfGreenfield.net • (413) 772-0970

Prestigious semi-private 18-hole course, the Country Club of Greenfield features 6,337 yards of golf from the longest tees for a par of 72.

HOT KEYS:

Cursor Shortcuts – Minimize Carpal Tunnel

Beyond the Ctrl-letter keys there are other Ctrl-key combinations and regular solo keys that help avoid using the mouse.

Tab — Move from the current form field to the next, ie; login

Enter — Submit the current form you are in, ie; login. Also, create a new paragraph in a document

Shift-Ent — Create a new line within current paragraph

Shift-Tab — Move from the current form field to the previous field

Ctrl-Tab — Move from the current window tab to the next window tab

Alt-Tab — Move from current window to the next / prev window

Arrow up/dn/r/left — Move cursor in the direction of the arrow

Ctrl-Arrow right — Move cursor to next word

Ctrl-Arrow left — Move cursor to beginning of previous word

Ctrl-Arrow up — Move cursor to beginning of (prev) paragraph

Ctrl-Arrow down — Move cursor to beginning of next paragraph

Home/End — Move cursor to beginning/end of current line

Ctrl-Home/End — Move cursor to beginning/end of document

PageUp/PgDown — Move cursor up/down a page

Ctrl-PgUp/PgDn — Move cursor to beginning of prev/next page

Ctrl-Del — Delete the word to the right of the cursor

Ctrl-Backspace — Delete the word to the left of the cursor

Shift-Arrows — Select all text to the right/left/above/below!!

Shift-Home/End — Select all text to beginning/end of current line

Ctrl-Shft-Hm/End — Select all text to beginning/end of document

EZ RIDERS SNOWMOBILE CLUB

PO Box 432, Jacksonville, VT 05342
EZridersVT.com • (860) 852-3267

Come join us at the EZ Riders Snowmobile Club. We are the first club over the Southern Border and the riding starts and ends here.

FRANKLIN COUNTY SPORTSMEN'S CLUB

721 River Road, Deerfield, MA 01342
FCLSC.org • (413) 772-0346

The Franklin County Sportsmen's Club is your place to learn, practice and enjoy the shooting sports!

GREENFIELD MEN'S TOUCH FOOTBALL LEAGUE

Green River Field, Greenfield, MA 01301
GreenfieldTouchFootball.org • (413) 773-8256

Greenfield Men's Touch Football League, weekly scores and standings. Sign up for news and scores.

MONTAGUE BLUEFISH SWIM TEAM

56 1st Street, Turners Falls, MA 01376
MontagueBluefish.com • (413) 863-3216

The Montague Bluefish Swim Team is committed to providing an enjoyable and challenging swimming experience for youth members of all ages and abilities.

MONTAGUE SOAPBOX RACES

First Street, Turners Falls, MA 01376
MontagueSoapboxRaces.com • (413) 320-5336

Held in Unity Park Turners Falls, Franklin County's only soapbox derby. Open to everyone from ages 8 to 80! Open format carts can become quite creative.

INTERNET ACRONYMS: Terms You Should Know

The Internet is full of acronyms, abbreviations and cryptic letters. Here is a short list of handy terms you should know. Well, maybe.

- URL** — Universal Resource Locator: address of a web page
- HTML** — Hyper Text Markup Language: the code of web pages
- HTTP** — Hyper Text Transport Protocol: how to deliver web pages
- FTP** — File Transport Protocol: how to deliver files to servers
- SMTP** — Simple Mail Transport Protocol: how to deliver email
- POP** — Post Office Protocol: how to receive email
- IMAP** — Internet Message Access Protocol: also how to get email
- SMS** — Short Message Service: how text messages get sent
- DNS** — Domain Name Server: the server that knows your IP num
- TCP/IP** — Transmission Control Protocol/Internet Protocol
- WAN** — Wide Area Network
- LAN** — Local Area Network
- BPS** — Bits or Bytes Per Second: the speed of the Internet
- CMS** — Content Management System: software to edit websites
- USB** — Universal Serial Bus: for printer cables and thumb drives
- TWAIN** — Toolkit Without An Informative Name: what?
- MPEG** — Motion Picture Experts Group: standards for video / audio
- JPG** — Joint Photographic Experts Group: standards for photos
- GIF** — Graphics Interchange Format: CompuServe image format
- PNG** — Portable Network Graphics: lossless compressed images
- PDF** — Portable Document Format: Adobe's free doc format
- DPI** — Dots Per Inch: the resolution of print
- HDMI** — High Definition Multimedia Interface: new TV cables
- SNAFU** — Situation Normal, All eF'ed Up: a state of FUBAR

MVP FITNESS AND SPORT PERFORMANCE

Amherst, MA 01002

MVPFitnessAndSport.com • (413) 687-0774

MVP Fitness and Sport Performance specializes in sports conditioning, personal and online training in Amherst, and Greenfield, Massachusetts.

NE WILDERNESS & BUSHCRAFT

PO Box 114, Wendell, MA 01379

NEwilderness.net • (978) 320-1372

We pride ourselves on our knowledge and practice of bushcraft and woodsmanship, and offer courses to teach others the ways of the wilderness.

NEWT GUILBAULT COMMUNITY LEAGUE

Montague Street, Turners Falls, MA 01376

NewtGuilbaultLeague.org • (413) 824-0901

The purpose of the League is to build the youth of our community into fine adult citizens through the highest ideals of sportsmanship and fellowship.

NORTHEAST SOAPBOX ASSOCIATION

50 Miles Street, Greenfield, MA 01301

NorthEastSoapbox.org • (413) 320-5336

Northeast Soapbox Association is a not for profit membership organization promoting free-form soapbox gravity soapbox races in the North Eastern U. S.

PUTNAM PITCHING SCHOOL

971 Bernardston Road, Bernardston, MA

PutnamPitchingSchool.com • (413) 531-5860

A modern approach for female athletes to learn the fundamentals of softball windmill pitching, and to hone skills to become top level HS /college pitchers.

SPECIAL INTERNET CHARACTERS: What Not to Use in Uploaded Filenames

There are certain characters that cannot be used in filenames on the web because they have special meaning to the server. For example, a file named **Dec/2015#3&4?.pdf** will never work. Here's why:

This is used by web browsers for anchor tags on a page and anything after it will not be sent to the server. So, in the example above, the server would only see "Dec/2015" and the browser would look for an anchor tag called "3&4?.pdf" somewhere on the page.

**/ or ** These are used as folder separators, like c:\docs\files so in the example above, the server would look for a file called "2015" in the "Dec" folder. The # would crop.

? This is used by the browser to indicate that dynamic variables are being sent to the server on the URL, ie; calendar.cfm?date=2014-12-19
Everything after the ? will be variable=value pairs.

& This is the separator for multiple variables being sent on the URL to the server, ie;
calendar.cfm?date=2014-12-19&time=7:30

-- Two hyphens appearing on the URL will alert the server that a hack may be underway, as two hyphens are used to set comments in a database query, and is often the method hackers use to try to break in to a server.

QUADRINI ELECTRIC BICYCLES - USA

30 N. Maple Street, Florence, MA
Quadrini-USA.com • (413) 883-3960

Quadrini bikes are intelligent and will kick in just enough power to get up any hill and then let off once you hit level ground, preserving the battery for later.

RACE WESTERN MASS - MOTHER'S DAY HALF MARATHON

PO Box 803, Whately, MA 01093
RaceWMass.com

Annual running race on Mother's Day, in support of the Cancer Connection in Western Massachusetts.

SQUARE TAIL ANGLERS - FISHING GUIDE SERVICE

102 North Main Street, South Deerfield, MA 01373
SquareTailAnglers.com • (413) 834-3148

Book a Trip Today! Book 2 days and get 1 day free! For booking information please visit our Book a Trip page or call 413-834-3148. Go fishing, hey!

UNITY SKATE PARK - TURNERS FALLS MASSACHUSETTS

24 Third Street, Turners Falls, MA 01376
UnitySkatePark.org • (413) 863-9576

Committed to providing a healthy alternative recreational choice for youth, we built a safe, fun, permanent concrete skatepark in Turners Falls.

WESTERN MASS FOOTBALL OFFICIAL ASSOCIATION

257 Falley Drive, Westfield, MA 01085
WMFOA.org • (413) 575-5445

The Western Massachusetts Football Official Association - the official non-profit organization for referees in West Mass.

RocketFusion CMS

We created the RocketFusion platform not to compete with Weebly, Wix or other click-n-drag corporate Content Management Systems, but as a module-based alternative to WordPress and Joomla, which customers found just too confusing to manage. Editing your website should be a simple affair. Just click, edit, save. It should be that easy... and with RocketFusion, it is. Our integrated Content Modules are designed to accomplish specific tasks, such as Calendars, News, Photo Gallery, Online Forms, Dynamic File Areas, Frequently Asked Questions, Business Listings, Contact Manager, with a single log in.



Contact Mik: (413) 320-5336



RocketFusion.com

MWW COMMUNITY CORKBOARD SITES

We are happy to set one up for any town upon request.

Your non-profit may also license and host their own private corkboard.

Call Mik at (413) 320-5336 for more details.

Keep your social media local!

FIVE COLLEGE SOCIAL CORKBOARD • FiveCol-Soc.net

A place for the staff and faculty of the five colleges in Western Mass to post buy / sell / trade / event notices / businesses and services, and to socialize.

FRANKLIN COUNTY MA NEWS ARCHIVE WEBSITE

PublicationArchive.com

Search through and read over 32,000 full text articles from the Greenfield (Mass.) Gazette & Courier, dating from January 1, 1870 to September, 1875.

FRANKLIN COUNTY SPORTSMENS CLUB MEMBERS WEBSITE

FCSC.WebWorksServer.com

A private corkboard and chat website for the members of the Franklin County Sportsmen's Rod & Gun Club.

GREENFIELD MA CORKBOARD • GreenfieldMA.net

A community site, driven by the community for the community. Register to post your events, issues, comments and discussions about all things in Greenfield.

HAMPSHIRE MUSIC CORKBOARD • HampMusic.com

Listings of live music and other events happening in the Pioneer Valley. Set up a free account and start posting your band / venue shows and events.

One-Page Quickie

Simple. Beautiful Layouts. No Hard Work.

In 2014, Montague WebWorks introduced what was a new concept at the time, an elegant, mobile-friendly website with scrolling sections and minimal navigation. This simple one-page website has content tools such as an animated photo carousel, four different layouts for text, photo parallax sections with quote, multi-image sliders that link, and a footer with all your info.



These sites are interactive, and get the job done. No editing is required on your end. Just send us content and we drop it in for you. They start at \$200 to setup, and cost just \$10/mo to host.

The One-Page Quickie. Set It, and Forget It.

Contact Mik: (413) 320-5336



HILLTOWN CONNECT CORKBOARD • HillTownConnect.com

HilltownConnect.com strives to combine local interest in community, commerce, & connection for New Salem, Shutesbury, Wendell, surrounding communities.

LEVERETT MA CORKBOARD • LeverettMA.net

The place on the web for local gossip, news, event calendars and business listings for Leverett, MA. Check out our other local community websites!

MONTAGUE MA CORKBOARD • MontagueMA.net

Since 1999, MontagueMA.net is THE place on the web for local gossip, news, event calendars & business listings for Montague, MA, in beautiful Western MA.

NORTHFIELD AND BERNARDSTON MA CORKBOARD

NorthfieldBernardstonMA.net

This website was created by Montague WebWorks in our continuing effort to give back to the communities we serve, in Northfield and Bernardston, MA.

SHELburne FALLS MA CORKBOARD • ShelburneFallsMA.net

This is the place to be to chat about stuff going on in Shelburne, Buckland, and the surrounding villages in Franklin County, Massachusetts.

SHUTESBURY MA CORKBOARD • ShutesburyMA.net

A free and open community website for the residents and businesses of Shutesbury.

WESTERN MASSACHUSETTS PEG ACCESS NETWORK

WesternMassAccess.net

The website for Western Massachusetts PEG Access Station board members and station staff.

Town Websites

In November of 2015 Montague WebWorks moved into the Town Website hosting market when the Town of Greenfield asked us to redo their website. They were using an antiquated system at the time, which many of their staff found just too confusing to manage, and which simply didn't support everything they wanted.



We decided to put our RocketFusion platform through a massive upgrade, adding Bootstrap 3 and new functionality that all official town websites need. The platform already had many integrated Content Modules, such as Calendars, News, Photo Galleries, Online Forms, Dynamic File Areas, Frequently Asked Questions, Business Listings, and a solid Contact Manager. But they needed more.

So we wrote a new Open Government Module that handles boards, their members, and their meeting agendas and minutes. We also wrote an RFP / Procurement Module. All simple to use. All supported. We are now hosting nine (9) town websites, with more on the way. Please check out the Government / Municipal section on page 74, which lists all the towns and town departments we host.

 **Contact Mik: (413) 320-5336**



TownWebsites.com

WEBSITE CATEGORIES

Arts / Entertainment / Travel	2
Auto / Transport	12
Contractors / Home Services	18
Contractors / Landscape & Hauling	30
Contractors / Outdoor Services	40
Craftspersons / Manufacturing	48
Education / Environment	54
Farms / Food / Drink	60
Government / Municipal	74
Healthcare / Services	84
Non Profits / Community Organizations	90
Professional Services	102
Shopping / Retail	116
Sport / Fitness	124
MWW Community Corkboard Sites	132

Want to get listed in our little book?

You gotta be a MWW customer!

Give Mik a call at 413-320-5336 to get started.

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 A1Cycle.com • AlberHearing.com • AlbertAllen.com • AllensRollOffContainers.com • AllThumbs.org • AmesElectrical.com • AmherstEquestrianCenter.com
 AmherstFarmersSupply.com • AmherstHousingAuthority.org • AmherstIrish.org • AntoniosPizzeriaAndGrinders.com • Appearance-Coaching.com • ArcticMA.com
 AthalLibrary.org • AthoSoccerClub.org • AttorneyStelmack.com • AttySerduck.com • AutoTrimAndSign.com • BachelorsSquareDances.com • BaysideSystems.com
 BetweenTnps.com • BFRChassis.com • BGLSnow.com • BillWoodAnalytics.com • BirchTreeCenter.com • BlueRibbonEquine.com • BobSjoliBurnerService.com
 BookasFlooring.com • BostleySanitary.com • BradfordMachine.com • BreenWoodWorking.com • BrooksBendFarm.com • BryanHobbsRemodeling.com
 BurbeeFirewood.com • BurnettFarm.net • caFranklinMQ.org • CamelotCarpetCleaners.com • CathyRobertsRealestate.com • CDavenportport.com • CelluSpray.net
 CharlieKing.org • ChesterfieldMAFire.com • CitizenshipNews.us • ClearyJewelers.com • CliffsSmokinBackyardBBQ.com • ColdRiverPackage.com • ColeSims.com
 Colrain-MA.gov • CommunityHouseVT.org • ConleysPavingService.com • CosmicWimpout.com • CountryClubOfGreenfield.net • CoxAndPowers.com
 CRDMetalWorks.com • DanasRollOffDumpsters.com • DanPphoto.com • DAR-RidgeFarm.com • DarkStoneNewEngland.com • DavisBates.com
 deals.TasteOfTheSeacoast.com • DebEllisPhysicalTherapy.com • DeborahSavage.net • DeerfieldCarAndShuttle.com • DensonLoggingAndLumber.com
 DetectoGuard.com • DexterMarsh.com • DillonChevrolet.com • DunnRiteHandymanServices.com • EddiesWheels.com • EdwardsTreeServiceMA.com
 EITunes.com • EmersonTreeFarm.com • EmphasisConsultingGroup.com • ErichPriceConstruction.com • EstelaLevsky.com • EZridesVT.com
 FamilyShopperGiftBooks.com • FastContractorSites.com • FastFarms.com • FCCM.org • FCCLC.org • FCSC-TownCorkboard.com • FCTS.us • FEEDPVSD.org
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 FranklinCountyBar.org • FranklinCountyCalendar.net • FranzPhoto.com • FreightHouseAntiques.net • FrenchKingRestaurantAndMotel.com • GardenHands.com
 GBRLandscaping.com • GelinusCompany.com • GillMass.org • GillMontagueCouncilOnAging.org • GilmoreAndFarrell.com • GinzbergAcupuncture.com
 GivingTreeSchool.org • GoodDirtPottery.com • GraceElectricalServices.com • GranbyFire.org • GranvilleFire.net • GravesElectric.net • GravesGlenFarm.com
 GreenEmporium.com • Greenfield-MA.gov • GreenfieldBusiness.org • GreenfieldChiropractic.net • GreenfieldElks.org • GreenfieldMA.net
 GreenfieldSelfStorageCenter.com • GreenfieldTouchFootball.org • GreenwaveAlumni.org • GreysAutoBodyShop.com • GreysWasteWaterRemoval.com
 GRBRGear.com • HaleConstruction.com • HaleCustomSigns.com • HampMusic.com • HampshireRetirementMA.org • HangingMountainFarm.com
 HatfieldBeef.com • HatfieldGrillinChill.com • HatfieldMAFire.org • HCFDA.org • HeatingStoveParts.com • HemaElements.com • HenshawFarms.com
 HenshawWellDrilling.com • HighlandPress.biz • HilltownCC.com • HillTownConnect.com • HilltownSelfStorage.com • HoisingtonLLC.com • HotSapp.com
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 KarenAdamsAcupuncture.com • KBRdesign.net • KelleyFarmOrganics.com • KenefickCorp.com • KhalsaCamp.net • KidsAndConflict.com
 KimHarwoodStonework.com • Kleperants.com • LaughingDogFarm.com • LawyerAmherstMA.com • LeverettMA.us • LeverettMA.net • LeverettWoodWorks.com
 LMCContracting.com • LMCfencing.com • LMCMarineServices.com • LudlowMemorialCompany.com • LVAO.org • LynneRudie.com • ManiartyRealty.com
 MariMedConsults.com • MartinsFarmCompost.com • MartinsFarmRolloffServices.com • MassEMSConference.com • MassPainInitiative.org • MassRWA.org
 McCarthyFuneralHomes.com • MCSMcommunity.org • MedicineMammals.org • Miette.us • MillersFallsRodAndGun.com • Montague-MA.gov
 MontagueBluefish.com • MontagueBridges.com • MontagueBusinessAssociation.com • MontagueCenterFire.com • MontagueChurch.org
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 OliveStreetDevelopment.com • OmastalLandscaping.com • OnePageQuickie.com • OpenPalmFarms.com • OptGreenfield.com • PaireoreElectric.com
 PamKinsmith.com • PatriotAutomotive.net • PattersonFarmLLC.com • PaulsSugarHouse.com • PermaculturalLandscapeConsulting.com • PeterB&C.com
 PineHillOrchards.com • PioneerHVAC.com • PizzazzDance.com • Plainfield-MA.us • PorcupineSign.com • PraschGlass.com • PressPlayHouse.net
 PristineOrientals.com • PublicationArchive.com • PutnamPitchingSchool.com • pvFemSociety.org • QuabbinHarvest.coop • QuabbinInc.com • QuabbinUSA.com
 QualityCustodialServices.com • QualityFleetService.com • RaceVTMass.com • RedekerRentals.com • RedFireNorth.com • RediClean.com • Remember2Save.com
 RenaissancePaintingCompany.com • Revenex.net • RHRExavating.com • RiverCleanup.us • RocketFuel.com • RocketBerblowout.com
 RogenMenardInsurance.com • RogerTicknell.com • Rowe-MA.gov • RuggeriRealEstate.com • RyanAndCasalysLiquors.com • RyanImported.com
 SabelawskiFinancialGroup.com • SackreyConstruction.com • SafeFractWellCleaning.com • SaladinoProperty.com • SarahBlissArt.com • SassyPantsVintageShop
 SDVOnline.com • SeacoastAsphalt.com • SerrentinoEnvironmentalServices.com • SheaTheater.org • ShelburneFallsMA.net • ShelleyRobertsSoprano.com
 ShepherdsGateGoatFarm.com • ShutesburyMA.net • SirumEquipment.com • SkyFireProductions.us • SnowAndSons.com • SnowNiceClean.com
 SquareTailAngels.com • SugarloafPools.com • SunsetPropertyManagement.net • TedHimman.com • TEBaleChairRentals.com • TheBodyShoppe.org
 TheComicalMysterTour.com • TheFirePlaceMA.com • TheLadyKillingrew.com • TheSteelShed.com • TriProDJ.net • ToFunWithLoveAnimalCommunication.com
 TomCarrollMusic.com • TownLineIcecream.com • TownOfLeyden.com • TownOfShelburne.com • TurnsForming.se • TravelKuz.com
 TruszFamilyFarms.com • TurnersFallsFire.org • TurnersFallsFireDistrict.org • TurnersFallsWater.com • TruLawnCare.com • Twoivers&NB.com
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 WestCountyEquipment.com • WesternMASelfDefense.com • WesternMassAccess.net • WesthamptonFire.org • WholeFireCare.com • WilliamsburgFire.org
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